MAY 2023 **P/ID 77939/RMB3R**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions, in 50 words each.

Write a short note on the following:

1. Entrepreneur
2. Entrepreneurial risks
3. Business
4. Licensing
5. Patent
6. Idea generation
7. Prototype
8. Business strategy
9. Direct marketing
10. Risk avoidance
11. Working capital
12. MSMEs

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions, in 250 words each.

13. Who is a successful entrepreneur? State his qualities.

14. Distinguish between entrepreneur and intrapreneur.

15. State and explain the significance of innovation.

16. Brief out the link between innovation and entrepreneurship.

17. Explain how to create new venture.

18. Elucidate the format of a business plan.

19. Brief out the procedures of credit appraisal by banks.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions, in 500 words each.

20. Examine the entrepreneurial growth in different communities.

21. Discuss about the different types of innovations in Indian firms.

22. What is environmental scanning? Elucidate its process.

23. Illustrate how to develop a business plan.

24. Describe the various institutional financial assistance available to small industries.

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