MAY 2024 **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. Risk taking
2. Intrapreneur
3. Licensing
4. Technology
5. Patent
6. Idea generation
7. Prototype
8. Business strategy
9. Direct selling
10. Venture
11. Seed capital
12. SSI.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Bring out the significance of entrepreneurship.

14. State the similarities between entrepreneur and intrapreneur.

15. What are the types of innovation? Explain them.

16. Brief out the link between innovation and entrepreneurship.

17. How to create new venture? Give example.

18. Elucidate the elements of business plan.

19. Brief out the role of banks in entrepreneurial development.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Narrate in detail the present entrepreneurial scene in India.

21. Discuss the steps involved in technological innovation process.

22. Write a detailed essay on feasibility analysis of a new product.

23. Illustrate the guidelines for preparing a business plan.

24. Describe the financial appraisal of new project.

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