

- c) An owner-manager business
- d) A limited company

Q.4 Which of the following is the reason for business failure _____.

- a) Lack of market research
- b) Poor financial control
- c) Poor management
- d) All the above

Q.5 Innovation can best be defined as _____.

- a) the generation of new ideas
- b) the evolution of new ideas
- c) the opposite of creativity
- d) the successful exploitation of new ideas.

Q.6 Entrepreneurs are motivated by _____.

- a) money
- b) personal values.
- c) pull influences
- d) All the above

Q.7 The purpose of all good small business strategy is _____.

- a) to increase turnover
- b) to increase profitability
- c) to achieve competitive advantage
- d) to achieve stated objectives

Q.8 Goods or services reach the market place through _____.

- a) marketing channels
- b) multilevel pyramids
- c) monopolies
- d) multiplication

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Q.9 SIDBI was set up as a subsidiary of _____.

- a) IDBI
- b) IFCI
- c) ICICI
- d) SFC

Q.10 In backward areas, term loans for expansion or setting up a new unit are available at

- a) concessional terms
- b) differential terms
- c) standard terms
- d) specific terms

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

Q.11 Define Entrepreneurship?

Q.12 What is the full form of NABARD.

Q.13 What are SME's?

Q.14 What is marketing?

Q.15 What is packaging?

Q.16 What is scoring model?

Q.17 Define TQM?

Q.18 What is Sales promotion?

Q.19 What is the full form of PPR?

Q.20 What is social responsibility?

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

Q.21 Explain the features of successful entrepreneur in detail.

Q.22 Explain the government policies that encourages the entrepreneurship in detail.

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- Q.23 Explain the business opportunities in detail.
 Q.24 Explain the socio economic viability of project.
 Q.25 Explain the objectives of sales promotion.
 Q.26 Explain the concept of TQM in detail.
 Q.27 What is the full form of:

- a) NABARD b) RSBDC
 c) WASME d) RWED
 e) SIDBI

- Q.28 What do you mean by re-generation of traditional industries?
 Q.29 What do you mean by entrepreneurial competencies?
 Q.30 Explain the importance of entrepreneurship in detail.
 Q.31 Explain Market analysis.
 Q.32 How to analyse a project report.
 Q.33 What is estimating financial viability of project
 Q.34 Explain the term Personal Management?
 Q.35 Differentiate between Survey and Questionnaire?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Explain the environmental forces that affecting the business.
 Q.37 Explain the SWOT analysis in detail.
 Q.38 Explain the difference between Entrepreneur and Entrepreneurship.

(80)

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SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Which would provide an individual with the motivation to start a new business venture?
 a) The financial rewards
 b) A desire to be independent
 c) Risk-taking
 d) All the above

- Q.2 Which of the following factors would not be included in a PESTLE analysis?

- a) Government re-cycling policy
 b) Proposed reduction in interest rates.
 c) Competitor activity
 d) Demographic changes

- Q.3 A business arrangement where one party allows another party to use a business name and sell its products or services is known as _____.

- a) A cooperative
 b) A franchise

(1)

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