

June 2023

Course Title: Entrepreneurship Development

Course code: UCOC 107

Category:CC11

Semester: III

Duration: 2 hours

Max. Marks: 80

**Instructions:**

1. All questions are **compulsory** having internal choice.
2. Figures to the **right** indicate maximum marks allotted to each question.
3. Answer sub-questions in Question no.1 and Question no.2 in not more than **100** words each
4. Answer Question no.3 to Question no. 6 each in not more than **400** words.

Q.1. Write Short notes on any **four** of the following: (4x4=16)

- a) Concept of edupreneur
- b) Test marketing
- c) Role of Incubation centres
- d) Self Help Groups
- e) Environment scanning
- f) Economic theory of entrepreneurship

Q.2. Write Short notes on any **four** of the following: (4x4=16)

- i) Decision making skill of an entrepreneur
- ii) Any 4 factors considered for project selection
- iii) Entrepreneur v/s Intrapreneur
- iv) Project appraisal
- v) Purposeful innovation
- vi) Any four functions of an entrepreneur

Q.3(A) Explain the various qualities of an entrepreneur. (1X12=12)

OR

(B) Explain different types of entrepreneurs.

Q.4(A) Explain the steps involved in identification of business opportunities. (1X12=12)

OR

(B) Explain in detail SWOT analysis

Q.5(A) Explain the elements of project formulation. (1X12=12)

OR

(B) Explain the meaning and importance of project report.

Q.6(A) Explain the factors of purposeful innovation. (1X12=12)

OR

(B) State and explain the principles of purposeful innovation as suggested by Peter Drucker.

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