

Roll No.

Total Pages : 02

BT-7/D-19

37206

FUNDAMENTALS OF ENTREPRENEURSHIP

IT-405-N

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit.

Unit I

1. What do you understand by the term 'Entrepreneur' ? Describe the types of entrepreneurs. 15
2. Briefly explain the following : 15
 - (a) Traits of an entrepreneur
 - (b) Non-economic factors affecting entrepreneurial growth in India.

Unit II

3. How would you use SWOT analysis for entrepreneurial opportunity and selection of a product/project for small-scale industry ? 15

4. Briefly explain the following : 15
 - (a) Economic feasibility
 - (b) Source of information for opportunity reach and identification.

Unit III

5. What is SSI ? Discuss the role of SSI in the economic development of India. 15
6. Briefly explain the following :
 - (a) Use of Networking Techniques of PERT and CPM for project planning and scheduling
 - (b) Need of project appraisal. 15

Unit IV

7. Discuss the need for institutional finance for Small Enterprise. Which are the institutions providing institutional support to small enterprises/entrepreneurs ? 15
8. Define Marketing Management. Discuss the important decision related to marketing management for a small enterprise. 15