

Pune Vidyarthi Griha's
College of Science and Technology
S.Y.B.M.S (Semester-III) -2023-24

Business Planning & Entrepreneurial Management

Q.P. CODE: UBMSFSIII.4

{Time: 2½ hours}

Total Marks 75

Date – 20/10/2023

N.B :-

1. All questions are compulsory.
2. Make suitable assumptions wherever necessary and state the assumptions made.
3. Answers to the same question must be written together.
4. Numbers to the right indicate marks.

Q.1.A] Choose the Correct alternatives: (Attempt any eight questions) 8 marks

1. ___ provides medium term loans for agriculture and rural development.
[NSIC, NABARD, CEED, EXIM]
2. UGC has appointed ___ to develop a curriculum on entrepreneurship.
[SIDO, EDII, NABARD, NSIC]
3. In ___ stage, the subconscious mind is given enough time to assimilate information collected from various sources.
[preparation, Incubation, Illumination, creation]
4. ___ technique was developed by Alex Osborn.
[Brainwriting, Brainstorming, Innovation, invention]
5. In ___ the product would be launched in a small market area to judge the reaction of the customers towards the product.
[test marketing, Commercialization, investigation operational]
6. In 1985, Gifford Pinchot introduced the term ___
[Entrepreneur, Intrapreneur, manager, customer]
7. The main objective of ___ is to generate employment, thereby solving the problem of poverty.
[NGO's, SHG's, Entrepreneur, Intrapreneur]
8. ___ conducts Entrepreneurship development programmes.
[RBI, NIESBUD, SEBI, ABC]
9. Economic entrepreneurs are driven by ____
[human objectives, Profit objectives, Social, organic]
10. Analysis of ___ environment reveals opportunities and threats of the organization.
[Internal, External, local, National]

Q.1. B] State whether the following statements are True or False (attempt any seven questions) 8 marks

1. Richard Cantillon viewed Entrepreneur as a risk taker.
2. F.H.Knight states that 'newness' can create uncertainty.
3. Women entrepreneurs can obtain grant for setting up production unit from Central social welfare board.

4. Merger may enable the merged entity to have access to wider global markets.
5. A joint stock company is more complicated in formation as compared to a Limited liability partnership firm.
6. Dealer advances are given by suppliers to dealers for distribution purpose.
7. Commercial banks can provide only term loan to entrepreneurs.
8. Entrepreneurship is not influenced by political Factors.
9. Entrepreneur fears taking risk.
10. An Intrapreneur is the owner of organization.

Q.2. Answer the following

- A] Explain Joseph Schumpeter's Theory of Innovation. **8 marks**
 B] Discuss the importance of Entrepreneurship. **7 marks**

OR

- C] Explain the qualities of a successful entrepreneur. **8 marks**
 D] Explain the need of Entrepreneurship. **7marks**

Q.3. Answer the following

- A] Explain the concept of Intrapreneur. Discuss the elements of Intrapreneur. **8 marks**
 B] What are the problems faced by Women entrepreneurs in India? **7marks**

OR

- C] Briefly explain the options available to an entrepreneurs. **8 marks**
 D] Describe the Social responsibility of NGO's. **7 marks.**

Q.4. Answer the following

- A] Explain the concept of Innovation. What are the different types of Innovation? **8 marks**
 B] Discuss the Entrepreneurship development cycle. **7 marks**

OR

- C] What are the different types of ownership structures in a business enterprise? **8 marks**
 D] Explain the steps involved in Business Planning Process. **7 marks**

Q.5. Answer the following

- A] Discuss the New trends in entrepreneurship in India. **8 marks**
 B] Discuss the methods of marketing available to an entrepreneur. **7 marks**

OR

Q.5. Write short notes any 3. 15 Marks

1. Ancillarisation
2. Social Entrepreneurship
3. SWOT Analysis
4. Opportunities through change
5. Recent trends in Distribution
6. Women Entrepreneurship

The End