

2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any **four** questions in which Q. No. 1 is compulsory.

1. Answer the objective type questions of the following :
  - (a) Entrepreneurship is an act of being :
    - (i) Entrepreneur
    - (ii) Businessman
    - (iii) Capitalist
    - (iv) Investor
  - (b) What you get out of your business in terms of personal satisfaction, financial gain and stability is called :
    - (i) Plan everything

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NPU  
R R R  
B C R  
C C  
D B D  
D R A

- (ii) Manage money wisely
  - (iii) Do what you enjoy
  - (iv) Ask for the sale
- (c) Constant contact, follow up, prospects should be the mantra for an entrepreneur is :
- (i) Plan everything
  - (ii) Ask for the sale
  - (iii) Manage money wisely
  - (iv) Follow up constantly
- (d) BCR stands for :
- (i) Business Cost Ratio
  - (ii) Benefit Cost Ratio
  - (iii) Business Cut Ratio
  - (iv) Benefit Cut Ratio
- (e) Development program are being carried out at two level :
- (i) National level
  - (ii) State level
  - (iii) International level
  - (iv) Both (i) and (ii)
- (f) SSI stands for :
- (i) Small Scale Industry



(ii) Serial Scale Industry

(iii) Small State Industry

(iv) State Small Industry

(g) The chief motivational factor for \_\_\_\_\_ entrepreneurs to leave jobs is the frustration of not being allowed to perform at the level of which they are capable :

(i) Male

(ii) Female

(iii) Young

(iv) All

(h) Which of the following was NOT one of the classifications of entrepreneurs presented in our text ?

(i) Franchise entrepreneur

(ii) Classic entrepreneur

(iii) Multipreneur

(iv) Intrapreneur

(i) One study found that entrepreneurs tend to demonstrate all of the following traits except :

(i) Opinionated

(ii) Emotionally aloof

(iii) Calm

- (iv) Focused
  - (v) Aggressive
  - (j) Which of the following areas are preferred by women entrepreneurs ?
    - (i) Utilities
    - (ii) Manufacturing
    - (iii) Administration
    - (iv) None of these
2. Discuss evaluation and prioritization of projects.
  3. Discuss different survey techniques.
  4. Explain Project Management and Resource Management.
  5. What is Cash Flow Statement ? Discuss the advantages and disadvantages of Cash Flow Statement.
  6. Discuss about market segmentation and competitors.
  7. Define Advertising. What are the differences from packaging ?

