

Total No. of Questions : 12]

SEAT No. :

P769

[Total No. of Pages : 3

[4659] - 116

B.E. (Electronics) (Semester - I)
ENTREPRENEURSHIP AND BUSINESS PLANNING
(2008 Pattern) (Elective - II (b))

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) *Answer any three questions from each section.*
- 2) *Answers to the two sections must be written in separate sheets.*
- 3) *Neat diagrams must be drawn wherever necessary.*
- 4) *Figures to the right side indicate full marks.*
- 5) *Assume suitable data if necessary.*

SECTION - I

Q1) a) What kinds of assessments should you make to determine if entrepreneurship is right for you? [9]

b) What are the advantages, disadvantages and steps of buying an existing business. [9]

OR

Q2) a) Explain Break-even analysis with a neat graph. [8]

b) Why are financial goals important? Name some nonfinancial goals an entrepreneur may have. [8]

Q3) a) How does the market structure affect the price of a good or service? [8]

b) Explain the different sources of finance that are available for entrepreneurs. [8]

OR

P.T.O.

- Q4)** a) What are the different training techniques? [6]
b) Discuss the concept of supply and demand. What effect do supply and demand have on price? [6]

- Q5)** a) Explain in brief: [6]
i) Copyright.
ii) Consumer protection law.
b) Why do you think the quality of the business plan is so critical to an entrepreneur's success? [6]
c) What factors are important to consider in the physical distribution of products? [4]

OR

- Q6)** a) What are the three main purposes of a business plan? Discuss a typical business plan with a case study. [8]
b) Explain the steps involved in problem solving method with a suitable example. [4]
c) How would you decide which method of advertising is the best and most cost-effective for your business? [4]

SECTION - II

- Q7)** a) Write a note on keeping and accounting. [9]
b) What is meant by an sales transactions? Explain the four types of sales transactions. [9]

OR

- Q8)** a) State and explain the various sources of recruitments. [6]
b) What is inventory? What are different types of inventory? [6]
c) Explain different types of insurance you may need for your business. [6]

- Q9)** a) What is the role of computer technology and internet in business nowadays. [8]
- b) Explain the concept related to e-Tendering. Also specify the steps related to registering for e-Tender. [8]

OR

- Q10)** a) What are some ways you can improve your cash flow?
- b) Explain the concept of lease. Discuss the various kinds of commercial lease.
- Q11)** a) What are green business opportunities, explain in the context of Environmental Threat and Opportunity Profile. [8]
- b) What is an International trade? Discuss the barriers in international trade. [8]

OR

- Q12)** a) Explain the laws that protect the interest and right of the Employees.
- b) What do you understand by ethics? Why do you need to establish an ethical workplace?

