

Total No. of Questions : 12]

SEAT No. :

P834

[4659]-93

[Total No. of Pages : 3

B.E. (E & TC)

a - ENTREPRENEURSHIP DEVELOPMENT

(2008 Pattern) (Elective - II) (Semester - I)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) *Answer 03 questions from each section.*
- 2) *Answers to the two sections should be written in separate answer books.*
- 3) *Figures to the right indicate full marks.*
- 4) *Use of logarithmic tables, slide rule, Mollier Charts, Electronic pocket calculator is allowed.*
- 5) *Neat diagrams must be drawn whenever necessary.*
- 6) *Assume suitable data, if necessary.*

SECTION - I

- Q1)** a) Compare Entrepreneur : Present & Past with suitable example. [8]
b) What is Business Opportunity? Entrepreneurship for Engineer, explain. [4]
c) Explain the qualities of an Entrepreneur. [4]

OR

- Q2)** a) Define Entrepreneurship. Explain different kinds of Entrepreneurial business. [8]
b) Enlist Entrepreneurs skills? Explain in detail all skills required for Entrepreneurship. [8]

- Q3)** a) Explain "Concept of Cost" & Comment on "Entrepreneurs in Market economy". [9]
b) State advantages & disadvantages of running an existing Business. [9]

OR

- Q4)** a) Define Franchise? What rules & regulations must be followed for Owning a Franchise. [9]
b) Define Ownership? Explain all types of Ownership in detail. [9]

P.T.O.

- Q5) a)** Explain the necessity of a business plan? What goes into Business Plan? Create an effective business plan for a milk Shop / retail Shop. [8]
- b) What is the value of market research? How to perform market research in five steps. [8]

OR

- Q6) a)** How to obtain financing for business? With proper example choose a location for non retail business, obtain space & design the physical layout. [8]
- b) Explain the following terms with reference to Market Business: The Marketing mix-product & Marketing mix-promotion & how to set marketing goals. [8]

SECTION - II

- Q7) a)** What are different techniques for hiring & managing the employees. [8]
- b) How to create Compensation package for managing the staff. [4]
- c) How to set up a record keeping system for business. [4]

OR

- Q8) a)** What are different rules which must be followed in understanding the Basic accounting System. [8]
- b) What is meant by journal & explain the types. [4]
- c) What is inventory? What are different methods for tracking inventory?[4]
- Q9) a)** Explain the term Financial Management? How to analyse financial performance by using various systems. [8]
- b) What is Internet? How use of technology is beneficial for the growth of Business. [8]

OR

- Q10)a)** How purchase technology is used for business, explain. [8]
b) What are different types of Expert? How experts help the company. [8]

- Q11)a)** How growth in today's Marketplace depends on legal, ethical issues. [6]
b) Write a short note on Business ethics. [6]
c) What are the advantages & disadvantages of competing globally. [6]

OR

- Q12)a)** What are Social responsibilities of Entrepreneurs. [6]
b) Define 'Strategy'? Explain the strategy for the growth of business. [6]
c) What are global opportunities for business. [6]

