

Q.P. Code : 02077

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

- Q. 1** Answer (Any two) of the following: (15)
- a) Define Entrepreneurship. Explain its characteristics.
 - b) Discuss the strategies for the development of women entrepreneurs?
 - c) Explain the following concepts.
 - i) Trading Entrepreneur.
 - ii) Induced Entrepreneur.
 - iii) Retail Entrepreneur.
- Q. 2** Answer (Any two) of the following: (15)
- a) Discuss the various internal and external problems faced by entrepreneurs.
 - b) What is outsourcing? State its advantages and disadvantages.
 - c) Write a note on Non-Government Organisation (NGO's)
- Q. 3** Answer (Any two) of the following (15)
- a) What are Projects? Discuss the classification of projects.
 - b) Explain the concept of Technological Feasibility from entrepreneurial perspective.
 - c) State the components of ideal business plan.
- Q. 4** Explain (Any two) of the following (15)
- a) What are the various stages of SME funding?
 - b) Discuss the problems faced by small & medium enterprises.
 - c) Explain the consequences of industrial sickness on economic development of the country.
- Q. 5** Case Study (15)
- A scientifically trained finance professional with an obsession for understanding world economics, 23 years old Vibha Mahta is the founder of ABC Co. She holds a bachelors degree in management studies from Mumbai. In her final year at college, students were trying hard to get into overseas studies. But she observed that the support and the guidance for overseas education was not available to the students. She therefore thought of starting a venture which could help students regarding overseas studies. After her enterprise research on business idea she decided to take the franchise of a reputed overseas education agency.
- 1) How fair is Vibha's decision to take up a franchisee? What are the advantages of franchisee business?
 - 2) Design a financial plan for Vibha's overseas venture.