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# Gandhi Institute of Engineering and Technology University, Odisha, Gunupur (GIET University)

B. Sc. (Ag.) (Fifth Semester - Regular) Examinations, November – 2025

## EE 315 – Entrepreneurship Development and Business Communication

Time: 2 hrs | Maximum: 50 Marks

**The figures in the right hand margin indicate marks.**

**PART – A**

**Q.1. Fill in the blanks with suitable word / figure. (0.5 x 10 = 5 Marks)**

a. ____________________ are factors external to the firm that can hinder an organization's performance.
b. ____________________ entrepreneurs are conservative or orthodox and hesitant to introduce new technology.
c. The ____________________ scheme was launched by the government to support SC/ST and women entrepreneurs.
d. Factors such as salary and working conditions, which prevent dissatisfaction in Herzberg's theory, are classified as ____________________ factors.
e. ____________________ is the measurement of accomplishment against planned standards.
f. _____ is the set of forces that energize, direct, and sustain behaviour.
g. The first and most important function of an entrepreneur is___________.
h. Post training phase is also called as __________________.
i. ____________ is the ability to be open-minded and open to new opportunities and change.
j. The quality of sticking to a particular job till it completes is called as ___________.

**Q. 2. Define (or) Explain the following in one or two sentences. (1 x 5 = 5 Marks)**

a. Entrepreneur
b. Time management
c. SCM
d. Achievement motivation
e. Entrepreneurship development

**Q3. Match the following (0.5 x 10 = 5 Marks)**

| | Column – A | | Column – B |
|---|---|---|---|
| (a) | Free-rein Leadership | (i) | Motivation based on Growth, Relatedness, Existence |
| (b) | Fabian Entrepreneur | (ii) | Exclusively for women beneficiaries |
| (c) | Drone Entrepreneur | (iii) | Adoptive/Flexible style |
| (d) | Need Hierarchy Model | (iv) | Initiative launched in 2016 |
| (e) | TREAD scheme | (v) | Group-centered / Permissive style |
| (f) | Democratic Leadership | (vi) | Refuses to adopt change |
| (g) | Start Up India | (vii) | Motivation based on five levels of needs |
| (h) | Training Phase | (viii) | Leadership where authority is delegated entirely |
| (i) | ERG Theory | (ix) | Cautious and skeptical nature |
| (j) | Imitative Entrepreneur | (x) | Implementation of the EDP curriculum |

**Q4. Write True or False against each statement** **(0.5 x 10 = 5 Marks)**

a. Vertical communication only refers to the downward flow of information from superiors to subordinates.

b. Agripreneurship strictly excludes activities such as food processing and branding of agricultural produce, focusing only on farming.

c. Total Quality Management (TQM) aims solely at reducing production costs and maximizing profit margins.

d. A key characteristic of an entrepreneur is the ability to perceive and exploit opportunities in the market.

e. The DICs (District Industries Centres) are primarily responsible for promoting industries at the block/tehsil level.

f. The Make in India initiative was launched specifically in 2016, two years after the 'Start-up India' initiative.

g. The ERG Theory is notable for reducing Maslow's five categories of needs into three: Existence, Relatedness, and Growth.

h. Intrinsic rewards include extrinsic elements like annual bonus payments and higher salary increments.

i. The TREAD scheme is a government initiative that provides financial assistance exclusively to all small-scale manufacturing units, regardless of the gender of the owner.

j. The ability to perceive and exploit opportunities in the market is known as entrepreneurial alertness.

## PART – B

**Attempt *ANY FIVE* questions. All question carries equal marks** **(6 x 5 = 30 Marks)**

5. How is project planning and reporting important for a budding entrepreneur? Give an outline of the project report with details.

6. How is conducting a SWOT analysis helpful for businessmen? Explain the SWOT of an organisation.

7. Differentiate between an entrepreneur and a manager. Explain the key functions of an entrepreneur.

8. Explain various institutes which support and promote entrepreneurship in India and list a few schemes in this regard.

9. What organisational skills are required for an individual to run a successful business venture?

10. Discuss the various opportunities available for entrepreneurs in rural areas. In this context, write a detailed note on the different sources of finance available to fund these ventures.

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