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Total number of printed pages – 2

B. Tech
HSSM 3401 B

Seventh Semester Examination – 2011

ENTREPRENEURSHIP DEVELOPMENT

Full Marks – 70

Time : 3 - Hours

Answer Question No. 1 which is compulsory and any five from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2 x 10
- (i) Distinguish between entrepreneur and entrepreneurship.
- (ii) What is meant by entrepreneurial motivation ?
- (iii) Define the term entrepreneurial competency.
- (iv) What is the use of business incubator ?
- (v) What is meant by Initial Public Offerings ?
- (vi) What is green business ?
- (vii) What is difference between the partnership and limited company ?
- (viii) What is a DIC ?
- (ix) What do you mean by industrial sickness ?
- (x) What are the marketing mix of goods and services ?
2. Trace the evolution of entrepreneurship and the activities involved in entrepreneurship. 10
3. Explain the environmental factors that affect business. 10

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4. What is a Business Plan ? What are the components of a Business Plan ? 10
5. What are the important traits and skills that every successful entrepreneur must possess? 10
6. Explain the problems faced by the entrepreneur in handling the labour laws. 10
7. Explain causes, symptoms and remedial measures of industrial sickness. 10
8. What are the problems faced by the entrepreneur in devising marketing strategies? 10

