ENTREPRENEURSHIP

Time allowed : 3 hours ***Maximum Marks : 70***

General Instructions:

(i) *All the questions are compulsory.*

(ii) *Marks for question are indicated against each of them.*

(iii) *Questions No.1 to 5 are very short answer questions carrying 1 mark each. Answer to each of these should not exceed 15 words.*

(iv) *Questions No.6 to 10 are short answer questions carrying 2 marks each. Answer to each of these should not exceed 50 words.*

(v) *Questions No. 11 to 17 are short answer questions carrying 3 marks each. Answer to each of these should not exceed 75 words.*

(vi) *Questions No. 18 to 21 are short answer questions carrying 4 marks each. Answer to each of these should not exceed 150 words.*

(vii) *Questions No. 22 to 24 are long answer questions carrying 6 marks each. Answer to each of these should not exceed 250 words.*

QUESTION PAPER CODE 98

1.	What are trade related ideas?	**1**
2.	How can fantasizing help an entrepreneur to spot new ideas?	**1**
3.	What is meant by contract commitment?	**1**
4.	State any two limitations of owner's fund.	**1**
5.	Why are entrepreneurs and enterprise considered 'skin and body' ?	**1**
6.	What is the relationship between an entrepreneurial motivation and social motivation?	**2**
7.	Why is market survey necessary for a feasibility plan?	**2**
8.	What is debt-equity ratio and what does it indicate?	**2**
9.	What is demand analysis?	**2**
10.	What are the factors that affect branding?	**2**
11.	How are ideas generated?	**3**
12.	Why is Return on Investment deemed as a yardstick for the performance of an enterprise? Explain with suitable example.	**3**
13.	Why is it necessary to know. the preferences of the buyers while deciding on a market strategy ?	**3**
14.	Name any three Central level financing institutions and explain how they support entrepreneurs.	**3**

15. State the uses of a Project Report for an entrepreneur. **3**

16. State the reasons why customers prefer enterprises with an after sales service. **3**

17. What is a remote market? How would you arrange for distribution of home products in such regions? **3**

18. Distinguish between the Cost plus pricing method vs. Variable pricing method. **4**

19. What are the main features of feasibility plan? **4**

20. State and explain the factors influencing the decisions regarding the 'material resources'. **4**

21. What is Financial Planning? Explain the steps in the process of financial planning. **4**

22. Explain any four elements of a Project Report. **6**

OR

You plan to establish a small scale enterprise. What are the types of utilities you would need for the smooth running of your enterprise?

23. Scanning of opportunities is 'the link' between 'sensing opportunities' and 'entrepreneurial success'. Explain this statement with a suitable example. **6**

OR

Describe the process of testing ideas for assessing their 'opportunity potential'.

24. You propose to set up an automated plant to process and export potato chips. The estimated financial outlay is Rs. 12 crores (not including the cost of land and building) and the working capital estimates are Rs. 30 lakhs per month. Explain what sources of financing you would. resort to and the reasons for opting for that source. **6**

OR

What is advertising? State with reasons the mode of advertising you would adopt to sell 'Fast Moving Consumer Goods' in urban centres.