

VPM's
DR VN BRIMS, Thane
Programme: MMS (2017-19)
Second Semester Examination April 2018

Subject	Entrepreneurship Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	25.04.2018

Q1) 20 Marks (Compulsory) Q1) 20 Marks (Compulsory)

- a) What do you mean by Business Plan?
b) Who are all interested in Business Plan?
c) You have decided to start a business and you are required to prepare a business plan by following the sequence of contents of the plan given below and explain the same in brief:
1. Introductory page, 2. Executive summary, 3. Industry analysis, 4. Description of venture, 5. Operations plan, 6. Production plan, 7. Organisational plan, 8. Assessment of risk, 9. Financial plan, 10. Marketing plan, 11. Appendix (backup papers)

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you understand by the term Entrepreneur? Give the main characteristics of an entrepreneur?
b) Explain the concept of entrepreneur. How does an entrepreneur differ from a Entrepreneur?
c) Explain the main functions performed by the entrepreneur.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Define Schumpeterian innovative entrepreneurs
b) Define an Entrepreneur
c) Describe the types of Entrepreneurs

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write short note on the growth of entrepreneurship in India
b) What is meant by women entrepreneurs in India
c) Creativity and Business Ideas

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Functions of Women Entrepreneurship
b) Pull and Push factors to become an entrepreneurs
c) Discuss the role of Government in promoting entrepreneurship in India.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks.

- a) What is meant by Entrepreneurial Motivation? Is it necessary for a successful entrepreneur? Discuss.
b) Entrepreneurs are made not born. Comment.
c) What are the various ownership structures available to Entrepreneurs? Discuss each structure in brief.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Venture Capital
b) Franchises
c) What are the Entrepreneurship barriers?