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Total No. of Printed Pages: 1

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B.Sc. FD (Semester – 4th)

INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING

Subject Code: BBAD-0F97

Paper ID: OE1130320

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

- a) Mixed Economy.
- b) Impact of Political Environment on development of entrepreneurship.
- c) Contract farming and joint ventures
- d) Explain the role of Educational Institutions for Entrepreneurial Development.
- e) Name any three institutions providing institutional finance to small enterprises.
- f) Incubation Centers.
- g) Discuss any three sources of the generation of an idea.
- h) Discuss any three characteristics of Indian farm machinery industry.
- i) SWOT Analysis for competitors.
- j) Motivation and entrepreneurship development.

Section – B **(5 marks each)**

- Q2. What are the main features of Public-Private Partnerships?
- Q3. What is the impact of Macro Business Environment on development of entrepreneurship?
- Q4. Discuss in brief the role of Venture Capital in promoting entrepreneurship.
- Q5. “Training Programmes are essential to inculcate Entrepreneurship among entrepreneurs.” Do you agree?
- Q6. Discuss the role of SMEs/SSIs in the economic development of the country.

Section – C **(10 marks each)**

- Q7. Describe in detail various Government schemes and incentives for promotion of entrepreneurship in India?
- Q8. “With the rise of globalization, entrepreneurial activities have increased in developing countries.” Do you agree? In the light of the above statement, discuss the relationship between globalization and entrepreneurial development.
- Q9. What do you understand by Social Responsibility of Business? Discuss its significance.