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Total No. of Printed Pages: 1

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B.Sc. IT (Semester – 3rd)

INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING

Subject Code: BBAD-0F97

Paper ID: OE1130418

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.