B–35–Y

Roll No. ....

Total No. of Questions : 28]

[Total No. of Printed Pages : 4

12^{th}ARF(SZ)JKUT2024-25

335-Y

ENTREPRENEURSHIP

Time : 3 Hours]

[Maximum Marks : 80

Note :—All questions are compulsory.

(VERY SHORT ANSWER TYPE QUESTIONS) 1 each

1. Enterprise selection is a systematic decision making process. (True/False)

2. Idea of self employment is the first step in setting up of an enterprise. (True/False)

3. A project report should contain :

   (A) Economical aspects

   (B) Financial aspects

   (C) Managerial aspects

   (D) All of these

4. Name *two* activities involved in the process of management.

5. Define marketing management.

6. Product life cycle has .... stages.

(SHORT ANSWER TYPE QUESTIONS) 2 each

7. Define an Entrepreneur.

8. What is political environment of business ?

9. What is a Business Plan ?

10. Give the meaning of a project report.

11. Define the staffing function of management.

12. What do you mean by short-term sources of finance ?

(LONG ANSWER TYPE QUESTIONS–I) 3 each

13. What is perceiving an opportunity ?

14. Give the meaning of Market Assessment.

15. Discuss any *three* short-term sources of finance of an enterprise.

16. Give the difference between shares and debentures.

17. What do you mean by Feasibility plan ?

18. Explain *three* utilities created in the process of marketing.

19. State any *three* reasons of ecological imbalance in India.

20. What do you mean by Franchising ?

(LONG ANSWER TYPE QUESTIONS–II) 4 each

21. Discuss the various factors involved in the selection of an enterprise.

22. Give the importance of Business Planning.

23. Explain any *four* factors effecting the selection of technology.

24. Briefly explain the various elements of marketing mix.

25. Explain various long-term sources of finance of an enterprise.

(ESSAY TYPE QUESTIONS) 6 each

26. Discuss the various factors affecting the identification of entrepreneurial opportunities.

Or

Discuss the various steps to be taken in setting up of an enterprise.

27. Explain the steps involved in the process of business planning.

Or

Discuss the significance of resource assessment.

28. Briefly explain the objectives of Human Resource Management.

Or

Discuss briefly the various functions of general management.