

B-29-Z

Roll No.....

Total No. of Questions : **28**

[Total No. of Printed Pages : **4**

XIIARJKUT23
9129-Z
ENTREPRENEURSHIP

Time : 3 Hours]

[Maximum Marks : 80

General Instructions :

- (i) All questions are compulsory.
- (ii) Questions 1 to 6 are Very Short Answer Type Questions carrying 1 mark each. $1 \times 6 = 6$
- (iii) Questions 7 to 12 are Short Answer Type Questions carrying 2 marks each. $2 \times 6 = 12$
- (iv) Questions from 13 to 20 are of Long Answer Type Questions-I carrying 3 marks each. $3 \times 8 = 24$
- (v) Questions from 21 to 25 are of Long Answer Type Questions-II carrying 4 marks each. $4 \times 5 = 20$
- (vi) Questions from 26 to 28 are of Essay Type Questions carrying 6 marks each. $6 \times 3 = 18$

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Turn Over

(VERY SHORT ANSWER TYPE QUESTIONS) 1 each

1. Give the meaning of Entrepreneurial Opportunity.
- ~~2.~~ List any *two* tools helpful in Enviornmental Scanning.
3. What is Business Planning ?
4. Define Sales Promotion.
5. What is Human Resource Management ?
6. Define Franchising.

(SHORT ANSWER TYPE QUESTIONS) 2 each

7. What purpose does Environmental Scanning Serve ?
8. What do you understand by External sources of Financing ?
9. Give the meaning of Fixed Capital.
10. List the various Non-financial Resources of a Business Enterprise.
11. Give any *two* rights of the consumers according to Consumer Act, 1986.
12. What is the modern concept of Marketing ?

(LONG ANSWER TYPE QUESTIONS-I)

3 each

13. Give the importance of Market Assessment.
- ~~14.~~ What is a Feasibility Report ?
- ~~15.~~ What is Resource Assessment ? Give the importance of financial resources.
- ~~16.~~ List some important internal sources of Raising Finances in Business.
- ~~17.~~ Give the importance of Non-financial resources in Business Enterprises.
18. Define 'Promotion Mix'.
- ~~19.~~ Name the various marketing channels of distribution.
20. Distinguish between merger and acquisition.

(LONG ANSWER TYPE QUESTIONS-II)

4 each

- ~~21.~~ Describe the various steps in setting up of an enterprise.
- ~~22.~~ What is Resource Mobilisation ? Why is it important ?
- ~~23.~~ Explain the various contents of a Project Report.
- ~~24.~~ What is Marketing Mix ? Describe its elements.
- ~~25.~~ What is Pricing ? Discuss any *two* pricing strategies.

(ESSAY TYPE QUESTIONS)

6 each

26. Examine the sources from where business ideas emerge.

Or

Explain in detail the factors affecting the selection of an enterprise.

27. What are the factors affecting the estimation of working capital requirements of an Enterprise ?

Or

What is a Marketing Plan ? Why is it required in Business Enterprises ?

28. Explain in detail the functions of Human Resource Management.

Or

Explain the various sources of long-term financing in Business Enterprises.

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