2012

Time: 3 hours

Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any four questions in which
Q. No. 1 is compulsory.

1. Answer the objective type questions of the following:
   (a) Entrepreneurship is an act of being:
       (i) Entrepreneur
       (ii) Businessman
       (iii) Capitalist
       (iv) Investor
   (b) What you get out of your business in terms of personal satisfaction, financial gain, and stability is called:
       (i) Plan everything

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(Turn over)
(ii) Manage money wisely
(iii) Do what you enjoy
(iv) Ask for the sale
(c) Constant contact, follow up, prospects should be the mantra for an entrepreneur is:
   (i) Plan everything
   (ii) Ask for the sale
   (iii) Manage money wisely
   (iv) Follow up constantly
(d) BCR stands for:
   (i) Business Cost Ratio
   (ii) Benefit Cost Ratio
   (iii) Business Cut Ratio
   (iv) Benefit Cut Ratio
(e) Development program are being carried out at two levels:
   (i) National level
   (ii) State level
   (iii) International level
   (iv) Both (i) and (ii)
(f) SSI stands for:
   (i) Small Scale Industry
(ii) Serial Scale Industry
(iii) Small State Industry
(iv) State Small Industry

(g) The chief motivational factor for ______ entrepreneurs to leave jobs is the frustration of not being allowed to perform at the level of which they are capable:
(i) Male
(ii) Female
(iii) Young
(iv) All

(h) Which of the following was NOT one of the classifications of entrepreneurs presented in our text?
(i) Franchise entrepreneur
(ii) Classic entrepreneur
(iii) Multipreneur
(iv) Intrapreneur

(i) One study found that entrepreneurs tend to demonstrate all of the following traits except:
(i) Opinionated
(ii) Emotionally aloof
(iii) Calm

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(3) (Turn over)
(iv) Focused
(v) Aggressive

(j) Which of the following areas are preferred by women entrepreneurs?

(i) Utilities
(ii) Manufacturing
(iii) Administration
(iv) None of these

2. Discuss evaluation and prioritization of projects.

3. Discuss different survey techniques.


6. Discuss about market segmentation and competitors.

7. Define Advertising. What are the differences from packaging?

JF – 1/2 (100) (4) MGT(S-II)—VII/12