

xv) What criteria will adopt for product selection?

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### SECTION-C

**Note:** Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 "Development of Entrepreneurship in all sectors is essential" Elucidate.
- Q.4 Explain the trends in growth of various sectors of Indian economy.
- Q.5 Explain in brief the various Institutions engaged in the training and development of entrepreneurs in India.
- Q.6 What is Project formulation? Explain the different aspects of project formulation.
- Q.7 "Personnel Management" is more important than other functional areas". Comment.

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**5th Sem. / OMCA**

**Subject : Entrepreneurship and Small Business Development**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) What is an entrepreneur?  
b) Environment.  
c) Economy.  
d) Importance of entrepreneur.  
e) Products.  
f) Project report.  
g) Market Survey.  
h) Criteria for product selection.  
i) Management.

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- j) Personnel management.
- k) Small business.
- l) Characteristics of small business.
- m) Sales promotion.
- n) Project formulation.
- o) Demand.
- p) Financial Management.
- q) Industrial Relations.
- r) Entrepreneurship Development.

### SECTION-B

**Note:** Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) Define the characteristics of Entrepreneurship.
  - ii) Discuss the functions of entrepreneur?
  - iii) Is it necessary that entrepreneur should also be a manager?

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- iv) Define the steps taken by Government to promote entrepreneurship.
- v) As an entrepreneur how would you observe markets?
- vi) What do you mean by Project formulation?
- vii) What do you know about management of a small enterprise?
- viii) Distinguish between managerial functions and operative functions.
- ix) What is sales and promotion management?
- x) Explain personnel management how it helps an entrepreneur?
- xi) Explain the different aspects of project formulation.
- xii) What is project feasibility report?
- xiii) Describe the objectives of operation management.
- xiv) Describe the functions of management.

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