



	b. Joint d. corporate	
6	Grameen Bank by Muhammad Yunus is an example of ----- entrepreneurship a. Innovative b. Public c. social d. Joint	1
7	The main features of entrepreneurship are given below: a. Management and leadership economic b. Economic and dynamic activity c. Innovative activity d. All of the above	1
8	Which one of the following gives suggestions for new products and also helps to market new products? a. Existing products and services b. Federal government c. Distribution of channels d. Consumers.	1
9	The process of gathering information about trends called a. Need for achievement b. Tenacity c. Neuroticism d. Scanning the environment	1
10	Which of the following is the reason for business failure? a. Lack of market research b. Poor financial control c. Poor management d. All of the above	1
11	Trade marks relate to a. Practice and knowledge acquired through experience b. The protection of proprietary information of commercial value c. The right to produce ones own original work d. Brand identity	1
12	Highly competitive ambitious and goal oriented entrepreneurs are called a. Managers b. Go-getters c. trial blazers d. Authoritarian	1

13	First step in Business Plan is a. Market research b. Source of input c. Feasibility report d. costing	1
14	Now without having any branches at different places, entrepreneur can reach customers through a. Advertisement b. Promotion Mix c. Networking social media d. None of the above	1
15	Social entrepreneurship means a. Making use of social media in business b. Attracting customers through social values and ethics c. Non profit organization who works for benefit of society d. All of the above	1
16	Consumer is a part of a. Microenvironment b. Macroenvironment c. Both a and b d. none of the above	1
17	Product, price ,place and promotion are part of a. Product mix b. Price mix c. Marketing mix d. none of the above	1
18	Adding a new line of business is known as a. Integeration b. Diversification c. Innovation d. Invention	1
<b>PART B</b>		
19	"We can appoint an employee but not an entrepreneur."State the difference between an employee and an entrepreneur in the light of this statement  OR Enlist any two ways in which creative ideas can be generated	2
20	Innovation is the hall mark of Entrepreneurship Why is innovation referred as the basic function of an entrepreneur.	2
21	Explain any two advantage of being an entrepreneur.	2
22	Briefly explain any two factors that inhibit the growth of an entrepreneur  OR Discuss any two indirect channel of distribution	2

23	What is marketing mix? OR State one crucial feature of Fabian entrepreneur.	2
24	Who is the founder of KFC? In what way are you inspired by him.	2
	<b>E</b>	
25	Human beings require respect in the society? Explain the esteem needs in Maslow- Hierarchy of Needs theory.	3
26	Mehak wants to start a textile unit near Gurgaon. Discuss the commercial functions which she will require to plan and perform for the same  <b>OR</b> Explain the various internal factors that lead to business risk.	3
27	Explain any 3 promotional functions of an entrepreneur  <b>OR.</b> Entrepreneur's decision can strengthen or seriously weaken a firm's future business viability. Discuss the statement in the light of necessity of ethics for society and development of business.	3
28	Competency is a set of defined behaviors that provide a structured guide enabling the identification, evaluation and development of the behaviours in an individual. Can you identify some of the entrepreneurial competencies.	3
29	Society and family play an important role in encouraging young minds to take up entrepreneurial ventures. Explain and also mention the good values that society needs to have to encourage women entrepreneurs to come forward with their new business ideas  <b>OR</b> Identify any 3 features of Social Entrepreneurs.	3
	<b>PART D</b>	
30	Lalit is planning to launch a new female clothing store. Draft a survey, not exceeding 10 questions as to collect some information that will be helpful in launching of this store  <b>OR.</b>	5

	Explain the different types of integration.	
31	Explain the various types of cost incurred in a business.  OR Explain the role of E-commerce.	5
32	Explain the different types of entrepreneur.	5
33	What is feasibility study? What are the characteristics of a feasibility study?	5
34	.Read the following passage and answer the following questions  Being women, everyone should feel proud of themselves. Looking into every field of life, as it may be managing of corporations or managing of household things or sports world, women's success stories are sky-high. Most of the women's are born with entrepreneurial skills and are known for it. Women's are embedded with patience, perseverance, risk-taking attitude, hard work etc. and these are the qualities of entrepreneurs.  i. Name any two women entrepreneurs ii. Explain any 3 challenges faced by women entrepreneurs in India.	2 3
	THE END	