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14 (COM-4) 4-17(N)/4-22(O)

2016

ENTREPRENEURSHIP MANAGEMENT

Paper : 4-17/4-22

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer question Nos. 1, 2, 3 and any four from the rest.

1. Choose the correct option from the following :
1×5

(i) According to which of the following thinkers entrepreneur is an individual who takes moderate risks and brings innovation ?

(a) David McClelland

(b) Richard Cantillon

(c) J. B. Say

(d) J. Schumpeter

Contd.

- (ii) An entrepreneur who refuses to copy or use opportunities that come on their way is termed as
- (a) Innovative entrepreneur
 - (b) Drone entrepreneur
 - (c) Fabian entrepreneur
 - (d) Adoptive entrepreneur
- (iii) Which of these stages is not included in the entrepreneurial process ?
- (a) Opportunity identification and evaluation
 - (b) Business plan development
 - (c) Managing the enterprise
 - (d) Analyzing personal entrepreneurial skills
- (iv) Which of these organizations promotes and develops high end entrepreneurship through Science and Technology intervention ?
- (a) EDI
 - (b) NIMSME
 - (c) NSTEDB
 - (d) IIE

(v) Which Environmental Act was enacted by the Government of India to implement UN Conference on Human Environment ?

- (a) Biological Diversity Act 2002
- (b) Environment Protection Act 1986
- (c) National Green Tribunal Act 2010
- (d) Noise Pollution Act

2. Answer briefly : **(any four)** 2×4=8

- (i) What is green entrepreneurship ?
- (ii) Mention how NEDFi assists entrepreneur of the region.
- (iii) Highlight *four* incentives for entrepreneur in the latest foreign trade policy.
- (iv) Mention *two* provisions of the Environment Protection Act 1986 which are relevant to an entrepreneur.
- (v) Mention the stages that an entrepreneur should consider in preparing the marketing plan.

3. Write short notes on : **(any three)** 5×3=15

- (i) Innovation and Entrepreneurship
- (ii) Succession Planning
- (iii) Intrapreneurial Leadership
- (iv) MSME clusters.

4. In what different ways government have assisted in entrepreneurial development from rural to corporate entrepreneurship ? Discuss. 13
5. Given an opportunity for setting up an entrepreneurial venture in North East India what product/service would you choose and what would be your HR, finance and marketing plans ? Outline in detail. 13
6. Discuss the incentives, subsidies and assistance available to the entrepreneur from promoting and supporting organizations and the state. 13
7. How can the entrepreneurs be "made" ? What are the training methodology and interventions used to create entrepreneurs ? Discuss. 13
8. Discuss the environmental factors that affect entrepreneur. 13
9. Identify few richest entrepreneurs of India and bring out their competences, business behaviour and differentiation strategy that have transformed them into business leaders. 13