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14 (COM-4) 4:17

2017

## **ENTREPRENEURSHIP MANAGEMENT**

Paper : 4:17

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) Which of these is not a characteristic of an entrepreneur ?
- (a) Locus of control
  - (b) Need for achievement
  - (c) Moderate risk taker
  - (d) Concerned about being a status symbol.

Contd.

- (ii) Who coined the term 'Knowledge based innovation' ?
- (a) Peter Drucker
  - (b) J. B. Say
  - (c) Joseph Schumpeter
  - (d) Max Weber.
- (iii) Transaction within hierarchy is practised by
- (a) Traditional Manager
  - (b) Entrepreneur
  - (c) Intrapreneur
  - (d) All of the above.
- (iv) Which of these constitutes a business plan ?
- (a) Environmental Analysis
  - (b) Budgets
  - (c) Competiting Analysis
  - (d) All of the above.
- (v) Who is the author of the book "Innovation and Entrepreneurship" ?
- (a) David McClelland
  - (b) Micheal Porter
  - (c) Richard Cantillou
  - (d) Peter F. Drucker.

2. Answer briefly :  $2 \times 4 = 8$

- (i) What is motivation lab ?
- (ii) What do you understand by ethical consideration in entrepreneurship ?
- (iii) Highlight Schumpeter's contribution towards innovation and entrepreneurship.
- (iv) Distinguish between opportunity recognition and idea generation.

3. Write short notes on : **(any three)**  $5 \times 3$

- (i) Creativity *vs.* Innovation
- (ii) Feasibility Study
- (iii) Marketing Plan of a Food Processing unit
- (iv) Rural entrepreneurship.

4. Discuss the role and functions of promoting and supporting organisations for entrepreneurship development. How far have they been successful in creating training intervention for promising entrepreneurs of the North Eastern Region ?  $8+5$

5. What, in your opinion are the lacunae in the existing entrepreneurial support system? How can these gaps be addressed? Discuss by offering concrete suggestions. 8+5
6. Examine the various entrepreneurship areas and options available to a youth desirous of starting a venture. Discuss in the context of North East India. 13
7. How can entrepreneurs be 'made'? Discuss. Also, drawing instances from the corporate sector explain the characteristics and traits of few successful born entrepreneurs. 5+8
8. What is succession planning? How have the family business in India managed to deal with the issue so far? Discuss. 3+10
9. Identify and explain the marketing plan and strategies that an entrepreneur should consider prior to and in post start up venture. 13