

1115
Master of Entrepreneurship and Family Business
First Semester
FB-102: Entrepreneurship Development – I

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each unit. All questions carry equal marks.

x-x-x

UNIT – I

- I. Explain historical perspective of entrepreneurship development in India with special reference to pre-liberalization period.
- II. What is Creative process? Discuss various common idea stoppers for creativity development.
- III. Critically evaluate the performance of entrepreneurial development programmes in India.
- IV. What are the qualities and traits required to be a good entrepreneur? Can skills compensate qualities and traits for being a good entrepreneur?
- V. Write a note on the following:
 - a) Types of enterprises
 - b) Entrepreneurial competencies

UNIT- II

- VI. What is entrepreneurial opportunity scanning? How can opportunity be identified?
- VII. Discuss the need of entrepreneurial risk management. What are the myths about entrepreneurial risk taking?
- VIII. What is project formulation? Explain the characteristics of a good project report.
- IX. Write a note on
 - a) Marketing issues in SSE
 - b) Organizational issues in SSE
- X. Write a note on
 - a) Classical approach to strategy formulation
 - b) Strategic plan

x-x-x