

Total No. of Questions : 12]

SEAT No. :

P3380

[4959]-119

[Total No. of Pages : 3

B.E. (Electronics)

ENTREPRENEURSHIP & BUSINESS PLANNING

(2008 Course) (Elective - II) (Semester - I) (404205)

Time : 3 Hours]

[Max. Marks : 100

Instructions to candidates:

- 1) *Answer 3 questions from Section - I and 3 questions from Section -II.*
- 2) *Answers to the two sections should be written in separate books.*
- 3) *Neat diagrams must be drawn whenever necessary.*
- 4) *Figures to the right indicate full marks.*
- 5) *Assume suitable data if necessary.*

SECTION - I

Q1) a) Explain the role of government in market economy? **[9]**

b) Explain in detail-the concept of business plan. **[9]**

OR

Q2) a) Explain the demand and supply curve in a market economy. Also example of the equilibrium price. **[6]**

b) What are the basic rules to be followed in writing the business letter?[6]

c) Write short note on different entrepreneur skills. **[6]**

Q3) a) Explain the process of own Franchise and start a business. **[6]**

b) What are the different advantages and disadvantages of partnership firm. **[6]**

c) What is the role of government in entrepreneurial development? **[4]**

OR

P.T.O.

- Q4)** a) Explain the types of Bank loans. What are some of the reasons due to which a bank rejects the loan proposal? [4]
- b) Write a short note on markup price and markdown price with suitable example. [4]
- c) Define Business plan? Discuss a typical business plan with a case study. [8]
- Q5)** a) What is the importance of advertising? Explain different types of advertisements. [8]
- b) Is entrepreneurship right for you? Explain how you will decide it. [8]

OR

- Q6)** a) Explain in brief the type of insurance you can purchase for your business. [6]
- b) What is inventory? What are different types of inventory? [6]
- c) What are the basic options of channels distribution. [4]

SECTION - II

- Q7)** a) Categorize business risk. Identify security precautions to protect your business from different types of theft. [8]
- b) Explain the different types of insurance you may need for your business. [6]
- c) How do you determine the staffing needs of your business? [4]

OR

- Q8)** a) Explain the concept of primary data. Discuss the various steps of primary market Research. [6]
- b) Distinguish between demand based pricing and competition based pricing. [6]
- c) Write a short note on inventory tracking. [6]

- Q9)** a) What is the role of computer technology and Internet in business? [6]
b) What are some ways you can improve your cash flow. [4]
c) State and explain the various leadership qualities. [6]

OR

- Q10)**a) Explain in brief the regulations that promote competition. [8]
b) Write a short note on use of internet in business. [4]
c) Explain in brief ethics of Business management. [4]

- Q11)**a) What are green business opportunities, explain in the context of Environmental Threat and Opportunity Profile (ETOP). [8]
b) Explain business idea with an example. [8]

OR

Q12) Write short notes on:

- a) Benefits & risks involved when competing globally? [6]
b) Explain different business ideas for a start up business. [6]
c) Business ethics. [4]

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