

**DIPLOMA IN ENTREPRENEURSHIP AND
SKILL DEVELOPMENT**

Term-End Examination

December, 2011

BVE-002 : ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : There are two Sections in this paper. Section-I is of 40 marks and is compulsory. Section-II has 4 questions of 20 marks each. You may attempt any 3 questions from this. There is no negative marking.

SECTION - I

(40 Marks)

1. *Fill in the blanks :*

- (a) An entrepreneur is called _____ at _____ cost. 2
- (b) The objective of an entrepreneur is to _____ business and make it more _____. 2
- (c) Entrepreneurial risk includes _____ risk and _____ risk. 2
- (d) _____ and _____ are two components is Business Ethics. 2
- (e) _____ and _____ are the successful Indian Entrepreneurs. 2

- (f) Break even point means no _____ and no _____. 2
- (g) For preparation of business plan, an Entrepreneur starts with _____ and _____ analysis. 2
- (h) Forecasting is based on _____ and _____. 2
- (i) SWOT means _____, _____, _____ and _____. 2
- (j) Venture capital funding is made available to entrepreneur by _____ and _____. 2
2. Define Entrepreneurship and explain its main characteristics. 5
3. 'Entrepreneurship based on 7 pillars of Management'. Discuss. 5
4. Define Business Planning and its importance for an Entrepreneur. Also explain various components of Business Plan. 5
5. 'SWOT is a must for a running enterprise'. In the light of above statement, define SWOT and explain why it is necessary ? 5

SECTION - II

(60 Marks)

Attempt *any three* questions :

6. Describe in detail, the Leadership Qualities and skills of an Entrepreneur to make business enterprise successful and competitive. 20

7. Explain in detail different types of analytical skills required to prepare a plan of business by an Entrepreneur. 20

8. "Three Aces" a public limited company dealing in manufacturing of Air conditioning equipment plans to set up another multi functional business organisation with 4 regional branches/units in India. 20
As a consultant you are required to suggest the following :
 - (a) Organisational chart for new unit.
 - (b) Manpower requirements.
 - (c) Infrastructural facilities required.
 - (d) Design for market survey.

9. Define 'Project' and explain objectives, components and methodology. Also prepare a model format of a project. 20