

**M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

December, 2013

MFW-076 : BUSINESS STUDIES - II

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks. Attempt any seven questions.

1. What is entrepreneurship ? How does it differ from intrapreneurship ? Explain the importance of entrepreneurship in the society. 10
2. Discuss the different type of risks. Explain how can an entrepreneur benefit by seeking the help of an expert in designing the risk management programme. 10
3. What are the problems encountered by the entrepreneurs while dealing with the Government ? Explain in brief with suitable examples. 10

4. What is Venture Capital ? Discuss the Importance of Venture capital in India. 10
 5. What is a project report ? What are the Important elements of a project report. 10
 6. What is Achievement Motivation ? How can one develop motivation amongst prospective entrepreneurs ? 10
 7. What is EDP ? What are the limitations of EDP in India ? 10
 8. Discuss the role of Financial Agencies in promoting business in small scale sector in India. 10
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