

P-261

B. Sc. Biotechnology III Year Examination, 2018

ENTREPRENEURSHIP DEVELOPMENT

Paper : XIV

Time : Three Hours]

[Maximum Marks : 75

[Minimum Marks : 25

Note : Attempt all questions from Section - A (Objective type questions), five questions from Section - B (Short answer type questions) and three questions from Section - C (Long-Essay type questions).

SECTION - A

1. Entrepreneurial behaviours includes :
 - (a) Solving problems
 - (b) Taking initiatives
 - (c) Taking responsibility
 - (d) All of the above
2. Which of the following shows the process of creating something new ?
 - (a) Business model
 - (b) Modeling
 - (c) Creative flexibility
 - (d) Innovation
3. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete ?
 - (a) New business model
 - (b) Anatomization
 - (c) None of the given options
 - (d) Creative destruction
4. Which one of the following is the next stage to the Concept Stage of Product Planning and Development Process ?
 - (a) Idea Stage
 - (b) Product Planning Stage
 - (c) Product Development Stage
 - (d) Test Marketing Stage

P. T. O.

5. CPM is :
- (a) Critical Project Management
 - (b) Critical Path Management
 - (c) Critical Path Metho
 - (d) Crash Project Method
6. Which of the following statements is *not* correct ?
- (a) PERT is probabilistic in nature
 - (b) CPM is probabilistic in nature
 - (c) CPM and PERT use similar terminology but were developed independently
 - (d) All of these statements are correct
7. The marketing concept includes which of the following ?
- (a) Customer orientation
 - (b) Training in customer service
 - (c) Profit orientation
 - (d) All of the above
8. Which of the following is *not* an influence on behavior in work organizations ?
- (a) The environment
 - (b) The individual
 - (c) The group
 - (d) The building
9. Entrepreneurs attributes includes :
- (a) Preservence
 - (b) Hard working
 - (c) Determination
 - (d) All of the above
10. From the following which one is factor affecting entrepreneurial growth ?
- (a) Social
 - (b) Economic
 - (c) Psychological
 - (d) All of the above

SECTION - B

1. Describe entrepreneurial concepts and its characteristics.
2. Define entrepreneurship and its environment.
3. Explain AIDA model of advertising.
4. Write the structure of project report

Discuss the elements of marketing.

Discuss the role of DIC and SIDBI in developing entrepreneurs.

7. What do you mean by EDP ? Explain its objectives.
8. What do you mean by Market Assessment ? How it can be performed in the context of small business.

SECTION – C

1. Write notes on any *two* :
 - (a) Choice of enterprise.
 - (b) Choice of ownership
 - (c) Opportunities scanning
2. Write the provisions of Factories Act, 1948.
3. Write different packaging methods.
4. What are the problems of small scale industries in India ?
5. Write the need and scope of project formulation.

17