Printed Pages:01 **Sub Code:MPM204**
Paper Id: 900157 **Roll No.**

M.PHARM
(SEM II) THEORY EXAMINATION 2019-20
ENTREPRENEURSHIP MANAGEMENT

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. What is self-awareness?
b. What is joint venture?
c. Define assertiveness.
d. Write a short note on SWOT analysis
e. Discuss the importance of market assessment
f. Explain term Entrepreneur
g. Explain enterprise feasibility study.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. Discuss types of enterprise.
b. Discuss Entrepreneurial motivation.
c. Describe performance appraisal and assessment.
d. Write a note on vision strategies.
e. Discuss the steps of planning to start new enterprise.

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SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a)Describe the role of enterprise innational and global economy
(b)Write a note on government policies and schemesfor enterprise development.

4. Attempt any *one* part of the following: 7 x 1 = 7

(a)Describe entrepreneurial competency.
(b)Discuss the factors affecting entrepreneur role.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a)Discuss resource mobilizations and implementation for new enterprise.
(b)Write a note on Enterprise selection.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a)Describe Techniques of expansion anddiversification for growth of enterprise.
(b) Explain institutional support in enterprise development

7. Attempt any *one* part of the following: 7 x 1 = 7

(a) Discuss profitability and controlmeasures for the growth of enterprise.
(b)Write a note on Project work- Feasibility report.

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