

Q. 3. Write Short notes on (Any Three) (15)

1. Entrepreneur Vs Intrapreneur
2. Women Entrepreneurs in India.
3. MSME
4. NGO and Entrepreneurship Development
5. NIESBUD

Q. 4. Answer in detail (Any Two) (20)

1. What attributes are necessary for a successful entrepreneur? Discuss why do entrepreneurs fail.
2. Discuss role of Central Government and State Government in promoting Entrepreneurship in India.
3. What are the various types of Entrepreneur?

Q. 5. Case study (Any One) (15)

1. 'Maganlal Sweet Shop' is an age old sweets shop that prepares and offers a variety of Indian sweets. Though the shop has a consistent customer base and does considerably good business, there has been a complaint about the non-uniform sizes and shapes of its sweets. By the time the consumers take the sweets home, the sweets and other delicacies lose their shape. Although the owner has informed the workers and others about the same yet there is no improvement. There are no technical problems in terms of mixing and other preparation problems. However it was observed that the packaging had some loopholes. The packaging material used did not match the quality required to hold Indian sweets. No quality control system is available. Transportation may also cause such issues but who is to blame? Customers are becoming restless due to the aesthetic value of the products at the end.

Questions:

1. What are the major problem areas?
 2. What are the probable solutions available?
 3. Suggest a suitable title to the case.
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2. We have heard success stories of many businessmen who either are first generation entrepreneurs or follow the legacy of their family business. Write about any 2 Indian Entrepreneurs whom you would like to follow and why. Try to explain their traits and skills you may have observed.