

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**EXAMINATION: DECEMBER - 2022**  
**THIRD SEMESTER**

**Sub: Entrepreneurship Development (MAMC/MADPR-18-306/MAPH18-307)**

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**Date : 20/12/2022**

**Total Marks : 20**

**Time:10.00am to 11.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q.1. Answer the following. (Any One)**

**(10)**

A. Explain the different types of brainstorming methods of idea generation.

**OR**

B. What is rural entrepreneurship? What is the need and scope of rural entrepreneurship in rural area?

**Q.2. Write short notes. (Any Two)**

**(10)**

1. Theory of Innovation (Joseph. A. Schumpeter)
  2. Porter's Five Force Model
  3. Waterfall Model for Project Management
  4. SWOT analysis
  5. Pestel analysis
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