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MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2023
FORTH SEMESTER

Sub: Modern Entrepreneurship Development (MCC-411)

Date: 22/05/2023

Total marks: 100

Time: 2.00 pm to 5.00 pm

Instruction: All questions are compulsory.

Q. 1. Answer the following questions. (Attempt any three) (30)

1. Explain the importance of entrepreneurship in economic development.
2. Why is entrepreneurship development programme important?
3. Training is the backbone of entrepreneurship development - explain its types and role.
4. Define Business Plan. Explain its process.
5. Who is an Entrepreneur? Explain different types of qualities to become successful.

Q2 Answer the following questions. (Attempt any three) (30)

1. The role of a project manager in project management.
2. Define on the job and off the job training.
3. Write objectives of research and development in entrepreneurship
4. Importance of government in supporting entrepreneurship.
5. What are the problems faced by the entrepreneurs in starting new business?

Q3 Write short notes. (Attempt any four) (20)

1. TQM
2. Risk analysis
3. Role of trainer
4. Feedback
5. Functions of Entrepreneur
6. Business plan

Q4A. Answer in one Sentence (Any 5) (10)

1. Name five processes of project management
2. Name three roles played by entrepreneurs
3. Define Just in Time method
4. Define off the job training
5. What is risk analysis?
6. Define business plan
7. Define entrepreneur

Q4B. Select the correct Alternatives (Attempt any Ten) (10)

1. Business plans tries to target a larger-----.
- | | |
|--------------|-------------|
| a) people | b) building |
| c) community | d) society |
2. Styles of learning differs according to -----
- | | |
|----------------|------------------|
| a) individuals | b) team |
| c) group | d) none of these |

3. Feedback is extremely important, it helps people to grow and -----
 - a) develop
 - b) shine
 - c) change
 - d) none of these
 4. SWOT analysis stands for threats, opportunities, Weakness and _____
 - a) Time
 - b) Soft
 - c) Organize
 - d) Strength
 5. ----- and branding helps to target change is business plan
 - a) perception
 - b) idea
 - c) thought
 - d) programme
 6. The big factor model
 - a) Peter Ducker
 - b) Alfred Marshal
 - c) Myers and Bricks
 - d) Sundaram
 7. TQM
 - a) Total quality management
 - b) Take quality management
 - c) Till quality management
 - d) Train quality management
 8. ----- tries to improve the GDP of national economy
 - a) Tourism
 - b) Handloom
 - c) Manufacturing
 - d) Promotion
 9. NGO stands for _____
 - a) Not Going office
 - b) Non governing options
 - c) Never give off
 - d) Non government organization
 10. Eco tourism expands
 - a) GDP
 - b) Money
 - c) Economy
 - d) Growth
 11. SFC
 - a) Small financial business corporation
 - b) small fixed corporate
 - c) Small financial corporation
 - d) none of these
 12. Domestic services include-----
 - a) delivery
 - b) branding
 - c) home
 - d) advertisements
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