

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER

Sub: Entrepreneurship Development (MAMC 18-306)

Date: 19/12/2023

Total Marks : 20

Time: 10.00 am to 11.00 am

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (10)

A) Explain entrepreneurship decision making Process with neat diagram

OR

B) Explain any 5 internal environmental factors that influence entrepreneurship.

Q. 2. Write short notes. (Any Two) (10)

- 1) PESTEL Analysis
 - 2) Critical path Technique
 - 3) Challenges with Rural Entrepreneurship in India
 - 4) Product life cycle
 - 5) Porter's Five Force Model
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