

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**ADVERTISING AND PR/ PHOTOGRAPHY**  
**EXAMINATION: MAY - 2024**  
**FOURTH SEMESTER**

**Sub: Entrepreneurship Development (MAMC 22-405/ MADPR 22-405/ MAPH 22-405)**

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**Date: 10/05/2024**

**Total Marks : 20**

**Time: 10.00 am to 11.00 am**

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***Instruction:***

*All questions are compulsory.*

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

A) Explain entrepreneurship decision making process with a neat diagram.

**OR**

B) Explain the different phases involved in project management cycle.

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

- 1) Theory of Innovation (Joseph. A. Schumpeter)
  - 2) SCAMPER method of idea generation
  - 3) PESTEL Analysis
  - 4) Rural Entrepreneurship in India
  - 5) Product life cycle
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