



Q.1. Give short answers of the following: (6x5=30)

1. Three entrepreneurial characteristics
2. Social entrepreneurship
3. Rivalry among existing firms
4. Financial feasibility of business idea
5. Entrepreneurial vs conventional marketing
6. External environment of business

Q.2. Answer the following questions. (3x10=30)

1. What is meant by business plan and what are its major parts?
2. Entrepreneurship is a process. Explain it in details
3. What are the major types of entrepreneurs? Explain