



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions: (6x5=30)

- A. Part time vs hybrid entrepreneurs
- B. Personal characteristics of entrepreneurs
- C. How high bargaining power of customers can be damaging for a business?
- D. Why emerging industries are more attractive for entrepreneurial ventures?
- E. Management plan of business
- F. Activity ratio

Answer the following questions. (3x10=30)

Q.2: Entrepreneurs can spot opportunities in external environment. How is it done?

Q.3: Why an entrepreneur needs to check the business idea for feasibility? What are its major types?

Q.4: What is meant by marketing plan and how the entrepreneurial marketing plan differs from plans of large-scale firms?