

Total number of printed pages : 2

2018/XII/ENT

**2018**  
**ENTREPRENEURSHIP**

Full marks : 70

Time : 3 hours

**General instructions:**

- i) Approximately 15 minutes is allotted to read the question paper and revise the answers.
- ii) The question paper consists of 19 questions. All questions are compulsory.
- iii) Marks are indicated against each question.
- iv) Internal choice has been provided in some questions.

**N.B:** Check that all pages of the question paper is complete as indicated on the top left side.

1. What is meant by global environment of business? 1
2. Define factoring. 1
3. What is meant by enterprise management? 1
4. Define orientation. 1
5. Write the full form of POSDCORB. 1
6. Mention two types of marketing control measures. 1
7. Explain three major approaches commonly use for environmental scanning. 3
8. Explain the use of 'Time Series Analysis' for forecasting demand. 3
9. State the requirement of different resources for establishing an enterprise. 3
10. List any three main uses of break even analysis. 3
11. State three benefits that entrepreneur gets by discharging their responsibilities. 3
12. **a.** Explain the important factors of internal business environment. 5  

**Or**

**b.** Explain any five major factors that cause changes in working capital requirement of an organisation.
13. **a.** Distinguish between operating lease and finance lease. 5  

**Or**

- b. Who is the father of scientific management? Explain the four principles of scientific management. (1+4=5)
14. a. Explain the EOQ Model and ABC Analysis of inventory management. **Or** **5**  
 b. Discuss the stages involved in enterprise life cycle.
15. a. Distinguish between management and administration. **Or** **5**  
 b. What is corporate social responsibility? Explain Triple Bottom Line (3BL). (1+4=5)
16. a. What are the two sources of finance? Explain the ways to determine the profit earned by a small scale enterprise. **Or** **1+4=5**  
 b. What is marketing mix? Explain the four P's of marketing mix.
17. a. Explain any eight steps involved in setting up an enterprise. **Or** **8**  
 b. Discuss any four basic qualities of a sound enterprise.
18. a. State the steps involved in PERT techniques of project management. Also list four advantages of CPM technique. (4+4=8) **Or** **8**  
 b. What is meant by quality control? Explain the methods of quality control. (2+6=8)
19. a. Discuss the major Acts meant to protect the consumers from the unfair marketing practices of marketers and producers. **Or** **8**  
 b. Why is training needed in small scale enterprise? Discuss the various methods of training the employees in small sector. (4+4=8)

\*\*\*\*\*