

Total number of printed pages = 2*

19/6th Sem/DHSMC 601

2022

ENTREPRENEURSHIP AND START-UPS

Full Marks – 100

Time – Three hours

The figures in the margin indicate full marks
for the questions

Answer *all* questions.

1. Answer the following questions : 4×5=20
 - (a) Write a short note on 'Start-ups'.
 - (b) Distinguish between Innovating entrepreneur and imitating entrepreneur.
 - (c) Write a short note on Company's Organization Structure.
 - (d) Distinguish between Wholesaler and Retail trader.
 - (e) What do you mean by Business Opportunity ?

[Turn over

2. What do you mean by EDP ? What are the qualities required to become entrepreneur ? Explain. 5+15=20
3. What do you mean by Modern marketing approach ? Explain in details the four elements of Marketing Mix. 5+15=20
4. Explain the financing methods which are available for start-ups in India. Discuss the various existing strategies for entrepreneurs. 10+10=20

Or

What do you mean by Leadership ? Discuss the styles of leadership with a suitable diagram. Explain the functions of Management. 4+8+8=20

5. What do you mean by Creativity ? How can creativity help in generation of business idea ? Explain in details the characteristics of creative people. 5+5+10=20

Or

Define Management. Discuss the Henri Fayol's principles of Management. 5+15=20

