

Total number of printed pages:

Programme : Diploma Semester: Sixth Paper Code: DHSS 602

2023

Entrepreneurship and Start-Ups

Full Marks : 100

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer the following Questions : 4X5 = 20
 - (a) Explain the several financial methods available for Start-up in India.
 - (b) Write the distinction between Management and Administration.
 - (c) Explain the succession strategies for Entrepreneurs.
 - (d) Write a short note on Business Plan.
 - (e) Point out the characteristics of Intrapreneurship.
2. Define Management. Explain the significance and functions of Management. 4+ 8+ 8 = 20
3. Explain the most common types of Organizational Structures. Discuss the Exit Strategies for Entrepreneurs. 10+10 = 20
4. Distinguish between wholesaler and retailer. Briefly discuss the various elements of Marketing Mix. 5 + 15 = 20
5. What is Business Opportunity? Explain the various determinants of Business Opportunity. 5 + 15 =20

Or

Distinguish between sole trader and partnership. Point out the merits and demerits of partnership form of business. 5 + 15 =20
