

M.PHARM
(SEM II) THEORY EXAMINATION 2019-20
ENTREPRENEURSHIP MANAGEMENT

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. What is self-awareness?
 - b. What is joint venture?
 - c. Define assertiveness.
 - d. Write a short note on SWOT analysis
 - e. Discuss the importance of market assessment
 - f. Explain term Entrepreneur
 - g. Explain enterprise feasibility study.

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. Discuss types of enterprise.
 - b. Discuss Entrepreneurial motivation.
 - c. Describe performance appraisal and assessment.
 - d. Write a note on vision strategies.
 - e. Discuss the steps of planning to start new enterprise.

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- (a) Describe the role of enterprise innational and global economy
 - (b) Write a note on government policies and schemesfor enterprise development.
- 4. Attempt any one part of the following: 7 x 1 = 7**
- (a) Describe entrepreneurial competency.
 - (b) Discuss the factors affecting entrepreneur role.
- 5. Attempt any one part of the following: 7 x 1 = 7**
- (a) Discuss resource mobilizations and implementation for new enterprise.
 - (b) Write a note on Enterprise selection.
- 6. Attempt any one part of the following: 7 x 1 = 7**
- (a) Describe Techniques of expansion anddiversification for growth of enterprise.
 - (b) Explain institutional support in enterprise development
- 7. Attempt any one part of the following: 7 x 1 = 7**
- (a) Discuss profitability and controlmeasures for the growth of enterprise.
 - (b) Write a note on Project work- Feasibility report.