

## Question 1(a) [3 marks]

**Differentiate between Entrepreneur and Intrapreneur.**

**Answer:**

Aspect	Entrepreneur	Intrapreneur
<b>Definition</b>	Creates new business ventures	Works within existing organization
<b>Risk</b>	Bears personal financial risk	Limited risk, company bears it
<b>Resources</b>	Arranges own resources	Uses company's resources
<b>Independence</b>	Complete freedom	Works under company policies
<b>Rewards</b>	Gets all profits	Gets salary and incentives

**Mnemonic:** "ERIS vs IRIS" (External Risk Individual Success vs Internal Risk Institutional Success)

## Question 1(b) [4 marks]

**Explain 7-M resources for an Entrepreneur.**

**Answer:**

The 7-M resources essential for entrepreneurial success are:

Resource	Description
<b>Men</b>	Human resources and skilled workforce
<b>Money</b>	Financial capital and funding sources
<b>Material</b>	Raw materials and physical inputs
<b>Machine</b>	Equipment and technology needed
<b>Method</b>	Production processes and techniques
<b>Market</b>	Target customers and demand
<b>Management</b>	Leadership and organizational skills

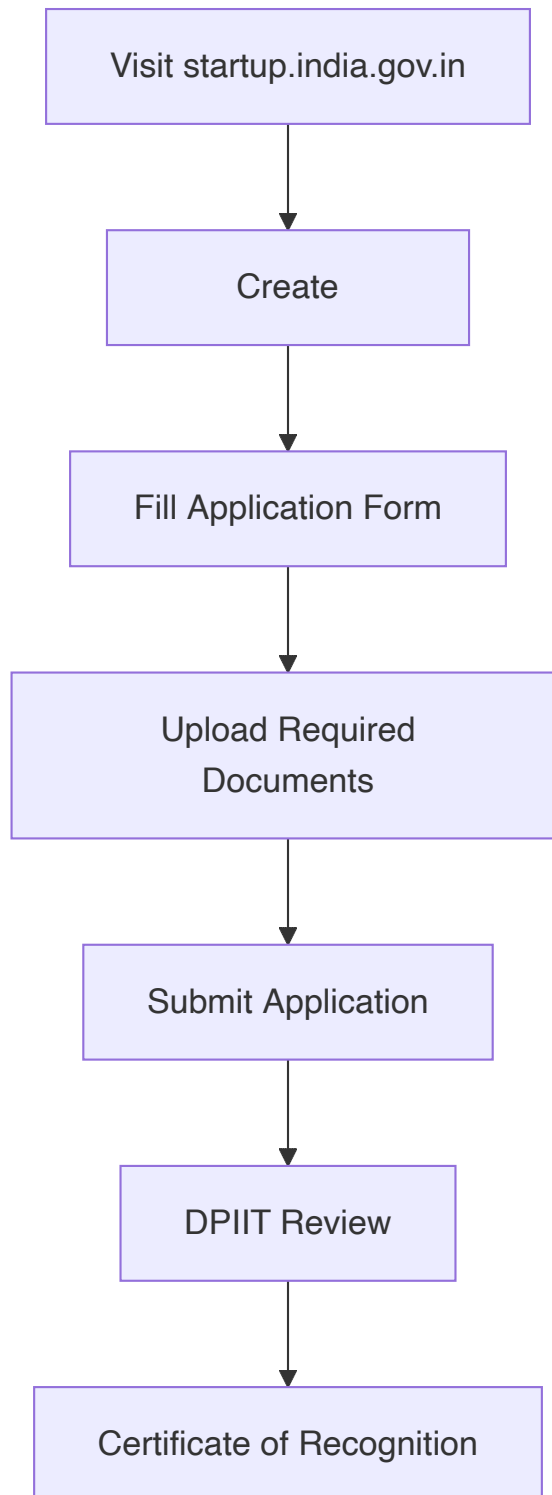
**Mnemonic:** "My Men Make Money Managing Material Markets"

## Question 1(c) [7 marks]

**Describe Step-by-Step procedure for recognition as Start up under Start up India Scheme.**

**Answer:**

**Step-by-Step Registration Process:**



**Required Documents:**

- **Certificate of Incorporation:** Company registration proof
- **Partnership Deed:** For LLP entities
- **Letter of Support:** From incubator/accelerator

- **Recommendation Letter:** From government body
- **Business Plan:** Detailed venture description

**Key Benefits After Recognition:**

- Tax exemptions for 3 years
- Fast-track patent registration
- Government tender preferences

**Mnemonic:** "DPIIT Gives Startups Amazing Recognition Benefits"

## Question 1(c) OR [7 marks]

**Define Micro, Small and Medium Enterprise. Explain the role of MSME in the economic development of the nation.**

**Answer:**

**MSME Classification Table:**

Category	Investment Limit	Turnover Limit
Micro	Up to ₹1 crore	Up to ₹5 crores
Small	Up to ₹10 crores	Up to ₹50 crores
Medium	Up to ₹50 crores	Up to ₹250 crores

**Role in Economic Development:**

- **Employment Generation:** Creates 45% of total employment
- **Export Contribution:** Contributes 40% to total exports
- **GDP Share:** Accounts for 30% of India's GDP
- **Innovation Hub:** Promotes grassroots innovation
- **Regional Balance:** Reduces urban-rural divide

**Mnemonic:** "MSME Makes Employment, Exports, GDP, Innovation, Regional-balance"

## Question 2(a) [3 marks]

**Define Business idea and Enlist its various sources.**

**Answer:**

**Business Idea Definition:** A concept for starting a business venture that identifies market opportunities and proposes solutions.

**Sources of Business Ideas:**

- **Personal Experience:** Own skills and interests
- **Market Gaps:** Unmet customer needs
- **Technology Trends:** New technological developments
- **Social Problems:** Community issues needing solutions
- **Franchising:** Proven business models

**Mnemonic:** "Personal Market Technology Social Franchise"

## Question 2(b) [4 marks]

Write short notes on SWOT analysis.

Answer:

**SWOT Analysis Components:**

Internal Factors	External Factors
<b>Strengths</b> - Internal advantages	<b>Opportunities</b> - External chances
<b>Weaknesses</b> - Internal limitations	<b>Threats</b> - External challenges

**Purpose:**

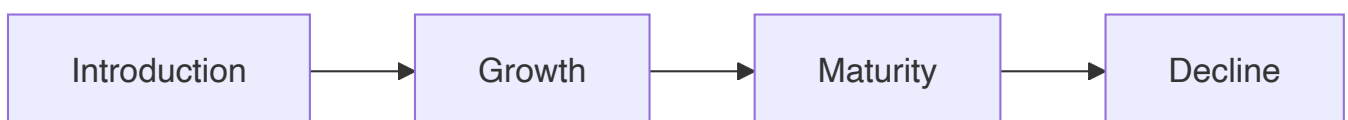
- **Strategic Planning:** Guides business decisions
- **Risk Assessment:** Identifies potential problems
- **Resource Allocation:** Optimizes use of assets
- **Competitive Analysis:** Understands market position

**Mnemonic:** "Strong Weak Opportunities Threaten"

## Question 2(c) [7 marks]

Explain various stages of Product Life Cycle (PLC).

Answer:



**PLC Stages Table:**

Stage	Characteristics	Marketing Strategy
Introduction	Low sales, high costs	Create awareness
Growth	Rapid sales increase	Build market share
Maturity	Peak sales, intense competition	Defend market position
Decline	Falling sales and profits	Harvest or divest

**Key Factors:**

- **Sales Volume:** Changes throughout lifecycle
- **Profit Margins:** Vary by stage
- **Competition Level:** Increases over time
- **Marketing Focus:** Shifts with each stage

**Mnemonic:** "Introduction Grows Mature Declines"

## Question 2(a) OR [3 marks]

**What are the essentials of a Project Report?**

**Answer:**

**Essential Components:**

- **Executive Summary:** Project overview and highlights
- **Market Analysis:** Demand and competition study
- **Technical Details:** Production process and technology
- **Financial Projections:** Cost estimates and revenue forecasts
- **Risk Assessment:** Potential challenges and mitigation

**Mnemonic:** "Every Market Technical Financial Risk"

## Question 2(b) OR [4 marks]

**Enlist the advantages and disadvantages of e-commerce.**

**Answer:**

**E-commerce Benefits & Challenges:**

Advantages	Disadvantages
Global reach and 24/7 availability	Security and privacy concerns
Lower operational costs	Lack of personal touch
Easy market entry	Technology dependence
Better customer tracking	Delivery and logistics issues

**Mnemonic:** "Global Low Easy Better vs Security Lack Technology Delivery"

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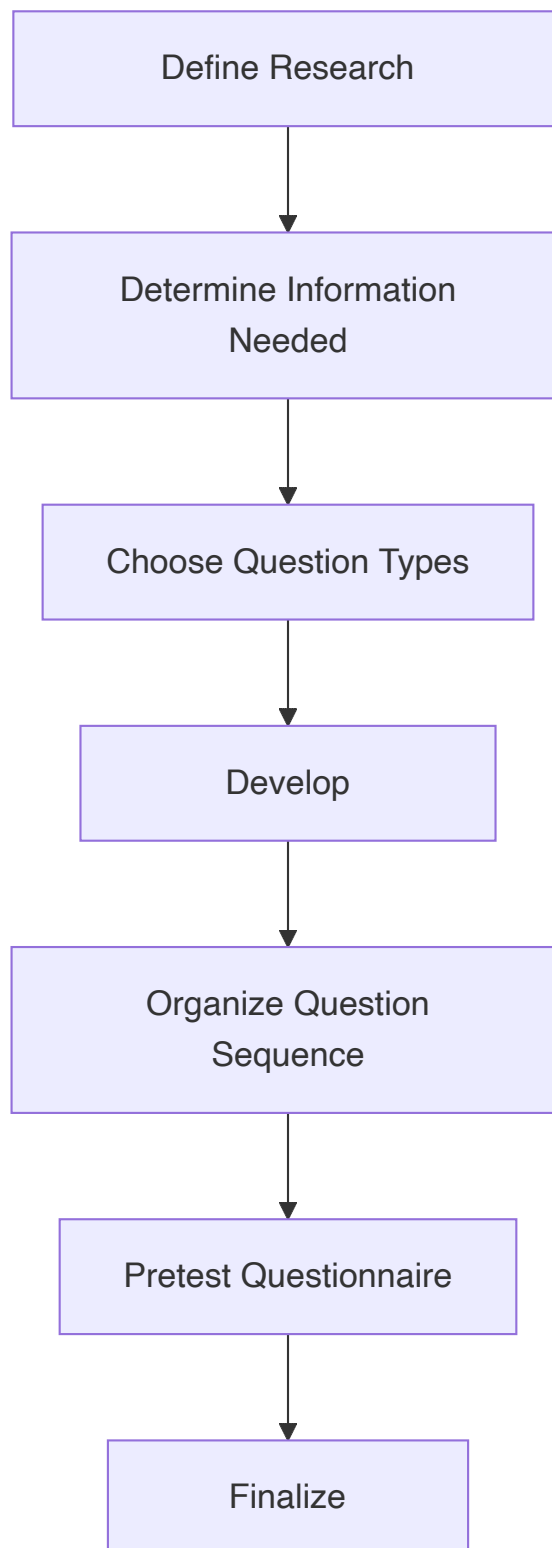
## Question 2(c) OR [7 marks]

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**Explain various steps of questionnaire design for Market Research.**

**Answer:**

**Questionnaire Design Process:**



#### Question Design Steps:

- **Objective Setting:** Clear research goals
- **Information Planning:** Required data types
- **Question Formatting:** Open/closed ended
- **Language Selection:** Simple and clear
- **Sequence Planning:** Logical flow

- **Testing Phase:** Pilot study
- **Final Review:** Error correction

**Mnemonic:** "Objectives Information Format Language Sequence Test Review"

## Question 3(a) [3 marks]

**Differentiate between Management and Administration.**

**Answer:**

Aspect	Management	Administration
Level	Middle and lower levels	Top level
Function	Implementation of policies	Policy formulation
Skills	Technical and human skills	Conceptual skills
Authority	Limited authority	Ultimate authority

**Mnemonic:** "Middle Implementation Technical Limited vs Top Policy Conceptual Ultimate"

## Question 3(b) [4 marks]

**Differentiate between Private Company and Public Company.**

**Answer:**

Feature	Private Company	Public Company
Members	2 to 200 members	Minimum 7, no maximum
Share Transfer	Restricted transfer	Free transferability
Public Issue	Cannot issue shares publicly	Can issue to public
Disclosure	Limited disclosure requirements	Extensive disclosure

**Mnemonic:** "Private Restricts, Public Permits"

## Question 3(c) [7 marks]

**Explain Break-even analysis for a business practice.**

**Answer:**

**Break-even Formula:**

Break-even Point = Fixed Costs ÷ (Selling Price per unit - Variable Cost per unit)





#### Components:

- **Fixed Costs:** Rent, salaries, insurance
- **Variable Costs:** Raw materials, labor
- **Selling Price:** Revenue per unit
- **Contribution Margin:** Price minus variable cost

#### Benefits:

- **Profit Planning:** Determines minimum sales needed
- **Price Setting:** Helps in pricing decisions
- **Cost Control:** Identifies cost structure
- **Investment Decisions:** Evaluates project viability

**Mnemonic:** "Fixed Variable Selling Contribution makes Profit Price Cost Investment"

## Question 3(a) OR [3 marks]

**What is Leadership? Give its characteristics.**

**Answer:**

**Leadership Definition:** The ability to influence and guide others toward achieving common goals.

**Leadership Characteristics:**

- **Vision:** Clear future direction
- **Communication:** Effective interaction skills
- **Integrity:** Honest and ethical behavior
- **Confidence:** Self-assurance in decisions
- **Empathy:** Understanding others' perspectives

**Mnemonic:** "Visionary Communicators with Integrity, Confidence, Empathy"

## Question 3(b) OR [4 marks]

**Enlist functions of management and explain planning.**

**Answer:**

**Management Functions:**

- **Planning:** Setting objectives and strategies

- **Organizing:** Arranging resources and structure
- **Staffing:** Recruiting and managing people
- **Directing:** Leading and motivating employees
- **Controlling:** Monitoring and correcting performance

**Planning Process:**

Planning involves setting goals, developing strategies, and creating action plans for future activities.

**Mnemonic:** "People Organize Staff Direct Control"

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## Question 3(c) OR [7 marks]

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**Explain the features of a Joint Stock Company and write down its advantage.**

**Answer:**

**Joint Stock Company Features:**

Feature	Description
Separate Legal Entity	Independent legal status
Limited Liability	Members' liability is limited
Transferable Shares	Easy ownership transfer
Perpetual Succession	Continuous existence
Common Seal	Official signature

**Advantages:**

- **Large Capital:** Can raise substantial funds
- **Risk Distribution:** Limited liability protection
- **Professional Management:** Skilled managers
- **Credibility:** Public trust and recognition
- **Growth Opportunities:** Expansion possibilities

**Mnemonic:** "Separate Limited Transferable Perpetual Common gives Large Risk Professional Credibility Growth"

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## Question 4(a) [3 marks]

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**Enlist any three State or National level Financial Institutions for support in developing new enterprise.**

**Answer:**

### Financial Institutions:

- **SIDBI:** Small Industries Development Bank of India
- **NABARD:** National Bank for Agriculture and Rural Development
- **NSIC:** National Small Industries Corporation
- **State Financial Corporations:** State-level funding
- **MUDRA:** Micro Units Development & Refinance Agency

**Mnemonic:** "SIDBI NABARD NSIC State MUDRA"

## Question 4(b) [4 marks]

**What is Startup Mentor? What are the benefits of keeping Mentor.**

**Answer:**

**Startup Mentor Definition:** An experienced professional who guides entrepreneurs with advice, connections, and support.

**Benefits of Mentorship:**

Benefit	Description
Experience Sharing	Learn from past mistakes
Network Access	Industry connections
Strategic Guidance	Business direction advice
Skill Development	Personal growth support

**Mnemonic:** "Experience Network Strategy Skills"

## Question 4(c) [7 marks]

**Explain different types of Leadership models.**

**Answer:**

**Leadership Models:**

Model	Characteristics	Application
<b>Autocratic</b>	Centralized decision-making	Crisis situations
<b>Democratic</b>	Participative approach	Team environments
<b>Laissez-faire</b>	Hands-off style	Creative projects
<b>Transformational</b>	Inspirational leadership	Change management
<b>Transactional</b>	Reward-based system	Routine operations

**Selection Factors:**

- **Situation:** Context determines style
- **Team Maturity:** Experience level matters
- **Organizational Culture:** Company values
- **Task Complexity:** Nature of work

**Mnemonic:** "Autocratic Democratic Laissez Transformational Transactional with Situation Team Organizational Task"

## Question 4(a) OR [3 marks]

**Write short notes on Startup Incubators.**

**Answer:**

**Startup Incubators:** Organizations that support early-stage startups with resources, mentorship, and funding.

**Services Provided:**

- **Office Space:** Shared working facilities
- **Mentorship:** Expert guidance and advice
- **Funding:** Seed capital and investment
- **Networking:** Industry connections
- **Training:** Skill development programs

**Mnemonic:** "Office Mentorship Funding Networking Training"

## Question 4(b) OR [4 marks]

**What is IPR? Write down its importance.**

**Answer:**

**IPR Definition:** Intellectual Property Rights protect creations of the mind including inventions, designs, and artistic works.

**Importance:**

Benefit	Description
Innovation Protection	Safeguards creative ideas
Commercial Value	Creates business assets
Market Advantage	Competitive differentiation
Revenue Generation	Licensing opportunities

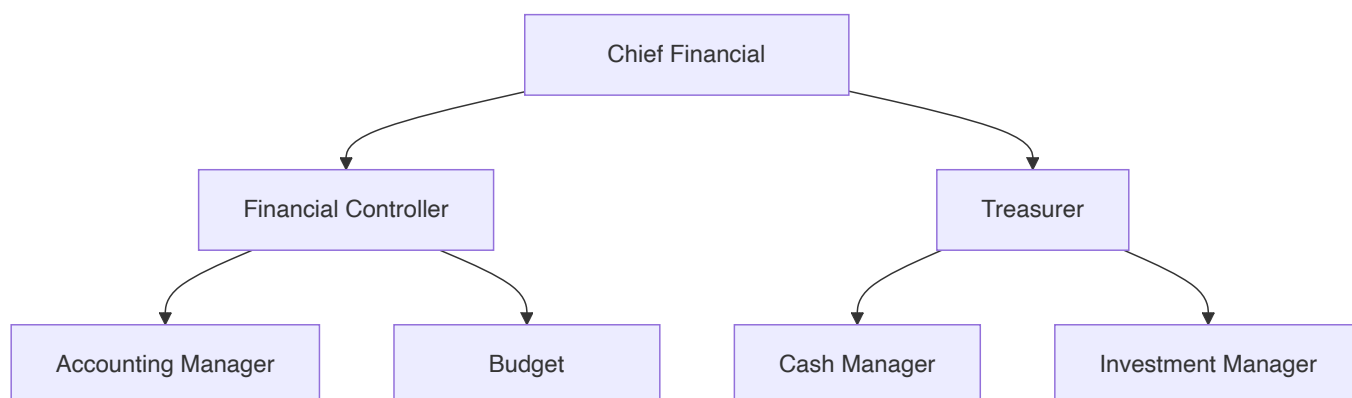
**Mnemonic:** "Innovation Commercial Market Revenue"

## Question 4(c) OR [7 marks]

**Discuss the Financial organization Management.**

**Answer:**

**Financial Organization Structure:**



**Key Functions:**

- **Financial Planning:** Budget preparation and forecasting
- **Fund Management:** Capital structure and liquidity
- **Risk Management:** Financial risk assessment
- **Performance Monitoring:** Financial analysis and reporting
- **Compliance:** Regulatory requirements adherence
- **Investment Decisions:** Capital allocation strategies

**Organizational Benefits:**

- **Clear Accountability:** Defined roles and responsibilities

- **Efficient Operations:** Streamlined financial processes
- **Better Control:** Enhanced financial oversight
- **Strategic Support:** Informed decision making

**Mnemonic:** "Planning Fund Risk Performance Compliance Investment gives Clear Efficient Better Strategic"

## Question 5(a) [3 marks]

**What is project planning? Write down its purposes.**

**Answer:**

**Project Planning Definition:** The process of defining project scope, objectives, and steps needed to achieve goals.

**Purposes:**

- **Goal Setting:** Clear objective definition
- **Resource Allocation:** Efficient use of resources
- **Time Management:** Schedule development
- **Risk Mitigation:** Problem anticipation
- **Quality Assurance:** Standard maintenance

**Mnemonic:** "Goals Resources Time Risk Quality"

## Question 5(b) [4 marks]

**Write short notes on Project cost estimation.**

**Answer:**

**Cost Estimation Components:**

Cost Type	Examples
Direct Costs	Materials, labor, equipment
Indirect Costs	Overhead, administration
Fixed Costs	Rent, insurance, salaries
Variable Costs	Raw materials, utilities

**Estimation Methods:**

- **Bottom-up:** Detailed activity costing
- **Top-down:** High-level approximation
- **Analogous:** Historical project comparison

- **Parametric:** Mathematical models

**Mnemonic:** "Direct Indirect Fixed Variable using Bottom Top Analogous Parametric"

## Question 5(c) [7 marks]

**What is feasibility analysis in business? Explain various analysis covered in feasibility study.**

**Answer:**

**Feasibility Analysis Definition:** Systematic evaluation of project viability before implementation.

**Types of Feasibility Analysis:**

Analysis Type	Focus Area	Key Questions
<b>Technical</b>	Technology and processes	Can it be built?
<b>Economic</b>	Financial viability	Is it profitable?
<b>Market</b>	Demand and competition	Will it sell?
<b>Legal</b>	Regulatory compliance	Is it legal?
<b>Operational</b>	Implementation capability	Can we manage it?
<b>Schedule</b>	Time constraints	Can we deliver on time?

**Benefits:**

- **Risk Reduction:** Identifies potential problems early
- **Resource Optimization:** Prevents wasteful investments
- **Decision Support:** Provides data for go/no-go decisions
- **Stakeholder Confidence:** Builds investor trust

**Process Flow:**

1. Define project scope and objectives
2. Conduct various feasibility analyses
3. Evaluate results and alternatives
4. Make implementation recommendation

**Mnemonic:** "Technical Economic Market Legal Operational Schedule reduces Risk, Optimizes Resources, Supports Decisions, builds Confidence"

## Question 5(a) OR [3 marks]

**What is bankruptcy? Write down the reasons of bankruptcy in business.**

**Answer:**

**Bankruptcy Definition:** Legal process where individuals or businesses unable to pay debts seek relief from creditors.

**Reasons for Business Bankruptcy:**

- **Poor Financial Management:** Inadequate cash flow control
- **Market Competition:** Loss of market share
- **Economic Recession:** External economic factors
- **Over-expansion:** Rapid growth without proper planning
- **High Debt Burden:** Excessive borrowing costs

**Mnemonic:** "Poor Market Economic Over High"

## Question 5(b) OR [4 marks]

**Distinguish between fixed cost and variable cost.**

**Answer:**

Aspect	Fixed Cost	Variable Cost
<b>Nature</b>	Remains constant	Changes with production
<b>Examples</b>	Rent, insurance, salaries	Raw materials, labor
<b>Behavior</b>	Independent of output	Directly proportional
<b>Control</b>	Difficult to change	Easier to manage

**Mnemonic:** "Fixed Remains, Variable Changes"

## Question 5(c) OR [7 marks]

**Describe various business ethics and their importance.**

**Answer:**

**Business Ethics Types:**



Ethics Area	Description	Practices
<b>Corporate Responsibility</b>	Company's duty to society	CSR activities, environmental care
<b>Employee Relations</b>	Fair treatment of workers	Equal opportunities, safety
<b>Customer Relations</b>	Honest dealing with clients	Quality products, fair pricing
<b>Supplier Relations</b>	Ethical procurement	Fair contracts, timely payments
<b>Environmental Ethics</b>	Sustainable practices	Waste reduction, green technology

**Importance:**

- **Reputation Building:** Creates positive brand image
- **Stakeholder Trust:** Builds confidence among all parties
- **Legal Compliance:** Avoids regulatory issues
- **Employee Motivation:** Improves workplace culture
- **Long-term Success:** Ensures sustainable growth
- **Competitive Advantage:** Differentiates from competitors

**Implementation Framework:**

1. Develop ethical codes and policies
2. Provide ethics training to employees
3. Establish reporting mechanisms
4. Monitor and evaluate ethical practices
5. Take corrective actions when needed

**Benefits for Business:**

- **Risk Management:** Prevents ethical scandals
- **Customer Loyalty:** Builds lasting relationships
- **Investor Confidence:** Attracts ethical investors
- **Regulatory Support:** Maintains good government relations

**Mnemonic:** "Corporate Employee Customer Supplier Environmental builds Reputation Trust Legal Motivation Success Competitive through Risk Customer Investor Regulatory"