

TERM END EXAMINATION - DECEMBER, 2018
DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT
(DED)

DED 03: DEVELOPMENT OF ENTREPRENEURIAL SKILLS

Total Marks: 100

Time: 3 Hrs.

(Instructions: Answer all the questions from Group A, answer any four questions from Group B & any four from Group C and any two questions from Group D)

GROUP-A

Q.1 Multiple-Choice Questions-

(1×10=10)

- i. **Big Dream approach is used for**
 - a. To have a big dream
 - b. To generate ideas
 - c. To generate finance
 - d. Sales projection
- ii. **When an entrepreneur creates wealth, the wealth distribution in society become adverse. The statement is true or false?**
- iii. **What is incorrect approach to Brain Storming**
 - a. Set Direction
 - b. Judge people
 - c. invite wild ideas
 - d. Dont stop ideas
- iv. **According to Peter Drucker, there are three types of opportunities. Which one of the following is not one of them**
 - a. Additive
 - b. Complementary
 - c. Break through
 - d. Break Even
- v. **Which one is not correct with respect to entrepreneur as founder?**
 - a. Perseverance
 - b. Tolerate criticism
 - c. Tolerate uncertainty
 - d. Have people who agree with all decisions
- vi. **Which of the following is not correct with respect to social entrepreneurship in India**
 - a. Social enterprise need not have financial viability
 - b. Business model often focus low cost product or services
 - c. Social benefit should not be limited by personal benefit.
 - d. Social change is broad based and long term
- vii. **Which statement below is incorrect with respect to challenges faced by social entrepreneurs?**
 - a. Hiring/retaining qualified staff,
 - b. Building the value chain,
 - c. Proving the model's scalability,
 - d. Easy Investment Exits
- viii. **David McMelland , indicate that regardless of culture or gender, people are driven by three motives: Which one of the following is one of the motives**
 - a. basic need
 - b. security need
 - c. choices
 - d. Power

- ix. Which of the following is incorrect statement with respect to entrepreneurship
- Leinbeinstein (X efficiency theory), emphasised on entrepreneur improving efficiency of the existing method or facilitating the introduction of a new ones.
 - Kirzner, indicated alertness and adjustment of price is the main role of the entrepreneur.
 - Mark Casson stresses on the economic role of entrepreneur and indicates that supply of entrepreneur is more and predictable.
 - Max Weber advocates the theory that the religious beliefs shape entrepreneurship.
- x. According to Maslow, desire for personal achievement is _____
- Safety, and security needs
 - Social need
 - Self-actualization needs
 - Esteem needs

GROUP-B

Q.2 Answer any 4 within 50 words each.

(5×4=20)

- Write a short note on Devil's advocate method
- Joseph Schumpeter's definition of entrepreneurship placed an emphasis on innovation. What were different types of innovation? Briefly mention about them
- Briefly mention, what is MBO and how it is implemented.
- What is Synectics?
- What are some challenges faced by social entrepreneurs.
- Why Kakinada experiment is famous? Describe about the experiment.

GROUP-C

Q.3 Answer any 4 within in 200 words each.

(10×4= 40)

- What are different roles of an entrepreneur? Why are these roles important?
- What competencies are required to launch an enterprise? Briefly discuss about each
- It is believed that successful entrepreneurs possess few characteristics. Briefly describe few such characteristics.
- Explain how entrepreneurs contribute to the economic development?
- Discuss about Maslow's Need hierarchy theory of motivation
- What are different identity problems of different minority groups in India

GROUP-D

Q.4 Answer any 2 within 250 words each –

(15×2= 30)

- Identify and discuss with examples various entrepreneurship qualities as mentioned in different case studies.
- Discuss with example any three methods to generate business ideas.
- What are the challenges faced by women entrepreneurs in India.
- What is SMART goal setting principles? Justify your answer with example.