

DED-06

TERM END EXAMINATION – DECEMBER, 2018
Diploma in Entrepreneurship Development (DED)
DED-06: Institutional Support System

Time - 3 Hours

Full Marks - 100

Answer ALL questions from Group-A, any Four questions from group-B, any Four questions from Group-C and any TWO questions from Group-D

Group 'A'

Answer all questions of Group-A

Q. No. 1 Write the most correct answer from the given choices.

Marks: 1x10=10

- i. Long term fund sources are _____.
 - a) Retained earnings
 - b) Debentures
 - c) Share capital
 - d) All of the above

- ii. A _____ is a specialized firm that finances young, start-up companies.
 - a) Venture capital firm
 - b) Finance company
 - c) Small business finance company
 - d) Capital-creation company

- iii. Which strategy is about how to compete successfully in particular markets?
 - a) Business level strategy
 - b) Corporate level strategy
 - c) Alliance based strategy
 - d) Operational level strategy.

- iv. Indian Commercial Banks are categorized into:
 - a) Public sector Banks
 - b) Foreign Banks
 - c) Private Sector Banks
 - d) All of the above

- v. Name the institution which is set up as an apex bank to provide direct or indirect financial assistance under different scheme.
 - a) SIDBI
 - b) NSIC
 - c) RSBDC
 - d) None of the above

- vi. Goods or services reach the market place through _____.
 - a) Marketing channels.
 - b) Multilevel pyramids.
 - c) Monopolies.
 - d) Multiplication.

- vii. The Markets and Competitors section of a business plan should contain _____.
 - a) A statement of the target market.
 - b) The size of each market segment.
 - c) The key characteristics of buyers in each business segment.
 - d) All the above.

- viii. Trade in manufactured goods:
- Has been a dynamic component of world merchandise trade
 - Has been a dynamic component of developed countries' trade with the rest of the world
 - Has been the fastest growing part of world trade
 - Is now dominated by China, Korea, and Canada
- ix. What has been the major focus of developing countries with regard to trade?
- Increase international trade
 - Increase production and exports
 - Demand tariff cuts by wealthy countries
 - Increase trade aid
- x. The best products to sell in B2C e-commerce are:
- | | |
|---------------------|-----------------------|
| a) Small products | c) Specialty products |
| b) Digital products | d) Fresh products |

GROUP – B

Answer any four question with each answer with in 50 words.

Q. No. 2 Write short notes on any FOUR of the following.

5 X 4= 20

- What are components of short term finance for enterprises?
- Explain various types of venture capital?
- What are the benefits of strategic support system?
- Explain the primary functions of commercial banks.
- What are the institutions supporting industries in Odisha? How do they help industrial development?
- What are types of application in e-commerce?

GROUP – C

Q. No. 3 Answer any FOUR of the following with each answer within 200 words

4x10=40

- Explain the various sources of finance for industry / business.
- How does Joint Venture help business / industry? What are the advantages and disadvantages of Joint Venture?
- Discuss the roles of commercial banks.
- Explain the role and importance of Small-Scale Enterprises in Indian Economy.
- What is the impact of WTO on promotion of exports of MSMEs?
- Explain benefits of e-commerce to customers and society.

GROUP – D

Q. No. 4 Answer any two of the following question with each answers within 250 words. 15 X 2= 30

- Explain venture capital functioning process. Examine exit routes for venture capital.
- Discuss the monetary and non monetary functions of RBI.
- What is E-Business? What are benefit of e-marketing and e-logistics?
- How do you visualize regarding the advancement of E-Commerce business during rest of 21st Century?