

TERM END EXAMINATION – JUNE 2019
DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT
Development of Entrepreneurial Skills

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'

Q. No. 1 *Answer all the questions, each within one or two sentences*

Marks: 1×10 = 10

- a) What is forward linkage?
- b) What is patriarchal setup in the context of entrepreneurship?
- c) Who is a social entrepreneur?
- d) What do you mean by risk bearing ability?
- e) Explain the liaison role of an entrepreneur.
- f) What is motivation?
- g) Explain 'need for achievement'.
- h) What do you mean by opportunity?
- i) What do you mean by goal setting?
- j) Explain 'self-actualization need'.

Group 'B'

Q. No. 2 *Answer any four questions each within 100 words*

Marks: 5×4 = 20

- a) What is the need hierarchy theory?
- b) What motivates an entrepreneur?
- c) Why women entrepreneurs have different identity?
- d) What is a business idea? Why is it important for entrepreneurs?
- e) What are different barriers to problem solving?
- f) How has Amul become example of rural prosperity?

Group 'C'

Q. No. 3 *Answer any four questions each within 200 words*

Marks: 10×4 = 40

- a) Discuss various dimensions of entrepreneur's identity.
- b) What are different entrepreneurial competencies? Discuss each in brief.
- c) How is David McClelland's theory of motivation related to entrepreneurs?
- d) Discuss the principles of goal setting? Discuss each principle.
- e) How to conduct a brainstorming session for innovation?
- f) Critically analyze social entrepreneurship and its role in Indian context.

Group 'D'

Q. No. 4 *Answer any two questions each within 300 words*

Marks: 15×2 = 30

- a) Is entrepreneur a nation builder? Give examples to substantiate your answer.
- b) How are entrepreneurs creating new frontiers of knowledge economy? Give examples to substantiate your answer.
- c) Briefly discuss any five methods to generate business ideas.