

Jadavpur University
Department of Pharmaceutical Technology
Kolkata-700032.

M.Pharm/ 1st year/ 2nd Sem/Time 3 hrs/ FM 75/ 2023-24
Course: Entrepreneurship Management (MIP 204T)

Group A: Answer All (10*2=20).

Q1

- i. What is enterprise?
- ii. Give the OECD definition of SMEs.
- iii. Define proprietorship.
- iv. Define entrepreneurial competency.
- v. Define partnership company.
- vi. What are the different components for SWOT analysis?
- vii. What is feasibility study for an enterprise or organization?
- viii. Why we use to do feasibility study for an organization?
- ix. How will you define environmental scanning for a business?
- x. What is resource mobilization?

Group B: Answer any seven (7*5=35)

2. Define Entrepreneurship development. Give its importance.
3. Write short note on Entrepreneurial motivation.
4. Give the core competencies in entrepreneurship.
5. How to encourage the entrepreneurial competency skills in employees?
6. Provide information on environmental scanning
7. How resource mobilization is done for enterprise?
8. Describe different types of enterprise.
9. How performance appraisal is done?
10. What are the different dimensions for feasibility study?

Group c: Answer any two (10*2=20)

11. Write in detail about the various Government schemes for promoting entrepreneurship in India:
12. Describe in details about different components of SWOT analysis.
13. Describe in details about need for diversification. How diversification is done?