

BT-3/D-20**43136**

BUSINESS INTELLIGENCE AND
ENTREPRENEURSHIP
HM-902A (Opt. II)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. 1 is compulsory. Each question carries equal marks.

1. Answer the following questions : 15
- (i) Discuss the function of SISL.
 - (ii) Differentiate between Manager and Entrepreneur ?
 - (iii) Describe, how an idea can be converted into opportunity ?
 - (iv) Write function of Pollution Control Board.
 - (v) What do you mean by CPM method of project evaluation ?

Unit I

2. Describe the economic and non-economic factors affecting entrepreneurial growth in the country ? 15

3. Describe types of entrepreneurs. 15

Unit II

4. Describe criteria used for the selection of a product for manufacturing. How is feasibility report prepared ? 15
5. Discuss entrepreneurial opportunity search and identification methods. 15

Unit III

6. Discuss plant and machinery selection criteria in a small scale manufacturing units. 15
7. (a) Describe definition of small scale industries and its rationale. 8
- (b) Discuss role of SMEs in Economic Development of India. 7

Unit IV

8. (a) Discuss Marketing Management issues in SMEs. 7
- (b) Discuss Production Management issues in SMEs. 8
9. Discuss finance management and export marketing issues in SMEs. 15