Roll No. ..... Total Pages : 1

BT-5/D-21 **45108**

BUSINESS INTELLIGENCE AND ENTREPRENEURSHIP

Paper–HS-303N

Time Allowed : 3 Hours] [Maximum Marks : 75

Note : Attempt **five** questions in all, selecting at least **one** question from each Unit. All questions carry equal marks.

UNIT-I

1. Classify and describe each category of entrepreneurs in detail. 15

2. Write a detailed note on the process of conducting EDP. Also discuss the role of conducting EDP for improving the entrepreneurial culture in India. 15

UNIT-II

3. Discuss in detail the process of conducting feasibility studies with relevant example. 15

4. Explain how competitor analysis is conducted for positioning the product in the market. 15

UNIT-III

5. Discuss the objectives and role of SSI in the economic development of India. Also describe the registration process of SSI with suitable example. 15

6. Highlight the various MSME schemes promoted by the Indian government for development of entrepreneurship in the country. What are the challenges involved in implementing such schemes. 15

UNIT-IV

7. Discuss the various training and financial institutional support provided to the budding entrepreneurs in the country. 15

8. Write a detailed note on marketing management. Also explain the concept of branding and market positioning with relevant example. 15