

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3472 J

Unique Paper Code : 6132401202

Name of the Paper : Entrepreneurship & New
Venture Planning

Name of the Course : **B.A. (VS) TOURISM
MANAGEMENT**

Scheme/Mode of Examination : NEP/UGCF

Semester : II

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. **All** questions carry equal marks.

1. Define entrepreneurship. Discuss the qualities of a successful entrepreneur with suitable examples.
2. Explain the theories of entrepreneurship. Also, highlight the factors affecting the emergence of entrepreneurship.

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3. What are the different types of entrepreneurs? Discuss the role of women entrepreneurs in India's development.
4. What is a business plan? Describe the steps involved in business planning and explain why some business plans fail.
5. What do you understand by resource mobilization in entrepreneurship? Discuss various sources of finance for start-ups.
6. Discuss the role of Business Incubators and Angel Investors in promoting entrepreneurship.
7. Explain the marketing mix and cost management techniques in a new enterprise,
8. Write short notes on any **three** of the following :
 - (a) Entrepreneurial mindset
 - (b) Family business
 - (c) Venture capital
 - (d) Government initiatives for entrepreneurship