

Total No. of Questions : 12]

SEAT No. :

P3887

[Total No. of Pages : 3

[4759] - 118

B.E. (Electronics) (Semester - I)

**ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS  
PLANNING**

**(2008 Pattern) (Elective - II)**

*Time : 3 Hours]*

*[Max. Marks : 100*

*Instructions to the candidates:*

- 1) Answer any three questions from each Section.*
- 2) Answers to the two sections should be written in separate books.*
- 3) Neat diagrams must be drawn wherever necessary.*
- 4) Figures to the right indicate full marks.*
- 5) Use of logarithmic tables slide rule, Mollier charts, electronic pocket calculator and steam tables is allowed.*
- 6) Assume suitable data, if necessary.*

**SECTION - I**

- Q1)** a) Explain the concept of costs and explain. [9]
- i) Fixed cost and Variable cost
  - ii) Marginal Cost and Marginal Benefit
  - iii) Opportunity Cost
- b) What is mean by market research? Explain the concept of [9]
- i) Target Market
  - ii) Primary Data
  - iii) Secondary data

OR

- Q2)** a) Explain in detail, the concept of Marketing mix. [9]
- b) Explain the demand and supply curve in a market economy. Also explain the concept of equilibrium price. [9]

**P.T.O.**

**Q3) a)** Write a short note on markup price and markdown price with suitable examples. [8]

b) Write down the different ways of recruiting the employees? How can you evaluate and conduct the interviews [8]

OR

**Q4) a)** What is mean by inventory? Write down the reasons by which cost of the inventory gets increased. [8]

b) Write advantages and disadvantages of- [8]

i) Family business

ii) Owning a franchise

**Q5) a)** Subodh and Sarang want to start a business of furniture. Write a partnership agreement in between them. [8]

b) What are the ways to improve the cash flow. [8]

OR

**Q6) a)** Explain how will you choose location for different businesses. [8]

b) Is entrepreneurship right for you? Explain how you will decide it? [8]

### **SECTION -II**

**Q7) a)** Explain the basic rules of effective communication. [9]

b) Explain the following: [9]

i) Copyrights

ii) Consumer protection Law

OR

**Q8) a)** What are the different types of experts? Explain in detail. [9]

b) Distinguish between demand based pricing and competition based pricing. [9]

- Q9) a)** Write a note on: [8]
- i) Antitrust Legislation
  - ii) Sherman Act
  - iii) Clayton Act
  - iv) Robinson-Patman Act
- b) What is ethics ? Why you want to establish an ethical workplace? [8]

OR

- Q10)a)** Explain the different types of ways to raise the funds for business. Why bank reject the applications of loans? [8]
- b) Explain in brief, problem solving method. [8]
- Q11)a)** Explain the concept of lease. Discuss the various kinds of commercial lease. [8]
- b) What is the purpose of business plan? [8]

OR

- Q12)a)** What are the benefits and risks involved when competing globally? [8]
- b) Explain five steps of primary market research. [8]

