TILAK MAHARASTRA VIDYAPEETH, PUNE  
BACHELOR OF COMMERCE (B.COM.) (NEW)  
MAY – 2012 EXAMINATION  
SECOND YEAR  
Subject: Business Entrepreneurship – I (C-218)

Instruction:  
1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q.1 Answer the following in 20 words each. (Any 10) (20) 
1) What do you mean by entrepreneurial competence? 
2) Which company was managed by Mrs. Anu Aga? 
3) What are micro enterprises? 
4) What do you mean by social audit? 
5) What is meant by self help groups? 
6) What is meant by corporate governance? 
7) What is the responsibility of business towards employees? 
8) What are the types of franchising? 
9) Define business process outsourcing. 
10) What is business ethics? 
11) State two sources of innovation. 
12) What is meant by business goals? 
13) What is service industry management?

Q.2 Answer the following in 50 words each. (Any 2) (10) 
1) How do we solve the problem of unemployment? Discuss. 
2) Explain the need for entrepreneurship? 
3) What are entrepreneurial competencies? 
4) Discuss the challenges in cultural entrepreneurship today?

Q.3 Answer the following questions in 150 words each. (Any 2) (20) 
1) Elaborate the opportunities for the service industry in India today? 
2) Explain the importance of creativity and innovation in entrepreneurship? 
3) Discuss the role of self help groups. 
4) Explain the need and scope of business ethics.

Q.4 Answer the following in 300 words each. (Any 2) (30) 
1) What do you learn from the biographies of Mr. Narayan Murthy or Mr. Azim Premji? Discuss. 
2) Discuss social responsibility of any entrepreneur? 
3) Explain David McCleland’s theory of need or achievement and Kakinada experiment. 
4) Explain the term group entrepreneurship. Discuss the advantages and disadvantages of group entrepreneurship.