

**Office of the Controller of Examinations**

Sanothimi, Bhaktapur

**Regular/Back Exam - 2080 Magh/Phagun**

**Program: Diploma in Information Technology/**

**Full Marks: 80**

**Year/Part: III/II (2016)**

**Pass Marks: 32**

**Subject: Entrepreneurship Development**

**Time: 3 hrs.**

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Candidates are required to give their answers in their own words as far as practicable. The figures in the margin indicate full marks.

**Attempt five questions.**

1. a. Define business. Explain the forms of enterprise along with their objective of establishment. [2+6]  
b. What do you mean by traits? Describe the traits required to be an entrepreneur. [1+7]
2. a. What do you mean by innovation? Describe the types of innovation. [2+6]  
b. Define business planning. Write about customer management and sales management. [2+6]
3. a. Explain how to select the viable Business ideas and opportunity. [2+6]  
b. How can we develop entrepreneurial competencies? Explain. [8]
4. a. How does Risk-taking behavior of an entrepreneur differ from other people? Also, describe the ways to minimize the risk in the business. [4+4]  
b. Define business operation plan. Why is it necessary to prepare business plan? Explain. [2+6]
5. a. What do you mean by market? Describe about the components of marketing mix in detail. [2+6]  
b. Define product. Explain the components of product mix. [2+6]

6. Write short notes on :

[2\*4]

- a. Objectives of accounting
- b. Forms of enterprise
- c. Small business management
- d. Characteristics of entrepreneur

**Good Luck!**

Anu Adhikari

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**Attempt five questions.**

1. a. Define entrepreneurship and explain the various Mythes about entrepreneur . [3+5]  
b.Explain the different attributes, characterities and skill required to be an entrepreneur.[8]
- 2 a. What are the legal provisions for MSMEs in Nepal? Describe .[8]  
b.Explain the different enterprise management competencies required for managing an enterprise effectively . [8]
3. a. What are the sources and methods of finding business ideas ? Explain.[8]  
b.What are the needs and importance of business plan? Explain.[8]
4. a. What are the basic steps involved in marketing plan? Explain. [8]  
b.How can planning of management structure play an importance role in business plan formulation? Explain. [8]
5. a. What is break even analysis? Write down the various sources of investment using business. [3+5]  
b.Define market plan. Explain the different elements of marketing mix. [2+6]
6. Write down notes on (any four) [4\*4]
  - a. Depreciation
  - b. Book Keeping
  - c. Marketing Plan
  - d. Creativity and Innovation

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**Attempt Ten questions.**

1. Give the definition of entrepreneur. Explain the skill required to be an entrepreneur.[2+6]
2. What do you mean by sole trading concern. Explain the features of Sole trading Concern.[2+6]
3. Discuss myths about entrepreneur.[8]
4. What are the methods of accessing risk taking behavior and how can such risk be minimized. Explain.[4+4]
5. Discuss the sources of finding business ideas.[8]
6. Explain the importance of business plan.[8]
7. Explain major components of marketing plan by using suitable example.[8]
8. Majority Of the business in Nepal are a small business. Discuss its importance in context of Nepal.[8]
9. What is Accounting? Discuss its importances.[8]
10. Write short notes on: (any TWO) [4\*2=8]
  - a. Breakeven analysis
  - b. Creativity and innovation in business
  - c. Qualities of an entrepreneur
11. State the procedure of selecting viable business idea.[8]
12. Discuss marketing mix.[8]

Anu Adhikari