

BT-3/D-20

43136

**BUSINESS INTELLIGENCE AND
ENTREPRENEURSHIP
HM-902A (Opt. II)**

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. 1 is compulsory. Each question carries equal marks.

- 1. Answer the following questions : 15**
- (i) Discuss the function of SISL.
 - (ii) Differentiate between Manager and Entrepreneur ?
 - (iii) Describe, how an idea can be converted into opportunity ?
 - (iv) Write function of Pollution Control Board.
 - (v) What do you mean by CPM method of project evaluation ?

Unit I

- 2. Describe the economic and non-economic factors affecting entrepreneurial growth in the country ? 15**

- 3. Describe types of entrepreneurs. 15**

Unit II

- 4. Describe criteria used for the selection of a product for manufacturing. How is feasibility report prepared ? 15**
- 5. Discuss entrepreneurial opportunity search and identification methods. 15**

Unit III

- 6. Discuss plant and machinery selection criteria in a small scale manufacturing units. 15**
- 7. (a) Describe definition of small scale industries and its rationale. 8**
- (b) Discuss role of SMEs in Economic Development of India. 7**

Unit IV

- 8. (a) Discuss Marketing Management issues in SMEs. 7**
- (b) Discuss Production Management issues in SMEs. 8**
- 9. Discuss finance management and export marketing issues in SMEs. 15**