Part A

I. Answer any Eight questions. Each question carries 1 weight (8x1=8)

1. Who is an Intrapreneur?

2. Define Entrepreneurship.

3. What is Market Opportunity Assessment?

4. What is an Idea Management Tool?

5. What is an Opportunity Cost?

6. What is Choice?

7. What are Accounting Costs?

8. What are Incremental Costs?

9. Define EDP.

10. What is NEDB?

Part B

II. Answer any Six questions. Each question carries 2 weight (6x2=12)

11. Explain the importance of an entrepreneur.

12. Define idea generation and briefly explain why it is important in entrepreneurship journey?

13. Enumerate the process of business plan execution.

14. Briefly explain the concept of opportunity cost.

15. Briefly explain the steps in effective decision making.

16. Write a short note on Break Even Analysis.

17. Write a short note on BIONEST.

18. Briefly discuss the various programmes for student entrepreneurs offered by KSUM.

Part C

III. Answer any Two questions. Each question carries 5 weight (2x5=10)

19. Explain in detail the entrepreneurial functions.

20. Explain the uses and rules of marginal analysis in decision making.

21. Explain the different types of market.

22. Enumerate the contents of a Project Report.