

Exam. Code : 304302

Subject Code : 6350

P.G. Diploma in Business Management 2<sup>nd</sup> Sem.

(Batch 2021-22)

**ENTREPRENEURSHIP & BUSINESS STRATEGY**

**Paper—PGDBM-205**

Time Allowed—3 Hours]

[Maximum Marks—50

**Note** :— Attempt **FIVE** questions in all selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any Section. All questions carry equal marks.

**SECTION—A**

1. Define Entrepreneur. What are the functions of an entrepreneur ?
2. Write a note on creativity and innovation.

**SECTION—B .**

3. What is process of setting up small scale industrial enterprises ?
4. Explain the meaning and objectives of Entrepreneurship Development Program.

### SECTION—C

5. Explain Social Responsibility of Business towards stakeholders.
6. What do you mean by strategic management ? Explain benefits of strategic management.

### SECTION—D

7. Explain various business level strategies.
8. Explain :
  - (a) International Entry Options.
  - (b) Harvesting and Retrenchment strategies.