



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: School of Hotel Management

Program: BHM

Course: Entrepreneurship Development

Course Code: GID145

Semester: VII

Max Marks: 50

Duration (mins): 120 min

Note: 1. Figures to the right indicates full marks.

Q 1 Explain the Following term Any 5 (10 Marks)

1. Entrepreneur Generation 2. Entrepreneurship 3. Entrepreneurial Opportunity 4. Idea
5. Marketing Mix

Q 2 Answer the Following Any 3 (15 Marks)

- Q.2.A what is business opportunity
Q.2.B what are various fields of Idea Generation
Q.2.C Explain factors involved in sensing opportunities.
Q.2.D Explain Market Assessment

Q 3 Answer the Following Any 3 (15 Marks)

- Q.3.A What is Environment Scanning and explain its importance
Q.3.B Explain Business Environment with PESTEL MODEL.
Q.3.C Elements of Business opportunity
Q.3.D Explain Product Identification

Q 4 Answer the Following (10 Marks)

Q.4.A Explain in brief Market survey done by you on Following Factors

- Product
- Price
- Place
- Promotion

And your results