

**Q.1 (A)** Explain the basic characteristics of the entrepreneur and discuss entrepreneurial motives in detail

(18)

**(B)** What is an entrepreneurship eco-system? Explain the domains of an entrepreneurial eco-system.

(17)

**OR**

**Q.1 (A)** Explain the link between creativity, innovation and entrepreneurship

(18)

**(B)** Discuss the sources of innovation with examples.

(17)

**Q.2 (A)** Discuss in brief business life cycle.

(18)

**(B)** Explain the non-conventional or modern sources of business venture funding.

(17)

**OR**

**Q.2 (A)** Explain in brief new markets and products/services promotion

(18)

**(B)** Discuss the different types of the business model in detail.

(17)