

**MTHM Sem.-3 Examination
MTHM-116**

**Entrepreneurship Development
December-2025**

Time : 2.30 Hours]

[Max.Marks : 70

Instructions:

- **Figures to the right indicate Full Marks.**
- **Do not write anything on the question paper.**

Q.1. "Define an entrepreneur and entrepreneurship within the context of modern business dynamics. Subsequently, discuss, the functions of entrepreneurship detailing how it helps organizations and individuals foster an entrepreneurial mindset and convert creative ideas into successful ventures."
(14 Marks)

Q.2. "Imagine you are the Head of Product Development for a traditional brick-and-mortar retail chain facing intense competition from e-commerce giants. How would you define 'creativity' in this context, explain its key aspects, and provide a concrete example of how it could be applied to develop a new competitive strategy or offering?"
(14 Marks)

OR

Q.2. "An entrepreneur is leading a startup team in a high-pressure environment where intense competition often leads teams to cut ethical corners or prioritize short-term gains over sustainable value. In this context, what is 'positive creativity', and why is cultivating this specific type of creativity vital for the entrepreneur's long-term success and integrity?"
(14 Marks)

Q.3. "The strength of the team is each individual member. The strength of each member is the team." Elaborate the statement to bring out the importance of team building in leadership.
(14 Marks)

OR

Q.3. Write short note on – (14 Marks)

a) Startup India Initiative

b) Importance of strategic planning

Q.4. Discuss the main characteristics and advantages of family business. (14 Marks)

OR

Q.4. What is the purpose of a franchise? What are the advantages of franchise agreements to the franchisee and franchisor?
(14 Marks)

Q.5. Attempt any two - (14 Marks)

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- a) Define Entrepreneurship Development Programme (EDP). Explain the key phases of EDP model in India.
- b) 6 P's of social entrepreneurship
- c) Loan syndication Vs. Consortium finance
- d) John Kao's model of entrepreneurship
