

NILAMBER PITAMBER UNIVERSITY MEDININAGAR

EDP 2016

Answer any **five** questions.

1. Define entrepreneurship and discuss the need, scope and characteristics of entrepreneurship.
2. What factors govern the choice of technology, plant and equipment for an entrepreneur? Explain briefly.
3. What is industrial sickness? Discuss briefly how sickness in small scale industries can be prevented.
4. What do you mean by marketing? How is it different from selling? Discuss the various marketing mix elements.
5. Define project report and explain its contents.
6. Discuss the various market survey techniques applied in modern business organizations.
7. What do you mean by financial institution? Discuss the functions and responsibilities of various institutions.
8. Explain the concept of packaging and advertising in business with their benefits in detail.
9. Define entrepreneur? Discuss the various characteristics and type of an entrepreneur.
10. Explain any two of the following:
 - a. Factory Act
 - b. Sales of Goods Act
 - c. Partnership Act