

Q2) Write a Short notes (attempt any 3):

[24]

- a) Characteristics of Entrepreneurship.
- b) Activities of DICs.
- c) Target Market Generation and Potential Tapping.
- d) International Entrepreneurship Opportunities.

Q3) Answer the following questions (attempt any 2):

[32]

- a) Define the term Entrepreneurship. Explain the different entrepreneurial traits of Women entrepreneurs which make them a successful entrepreneur.
- b) What is meant by Business Promotion? Explain Different Methods to Promote a New Venture after COVID-19 Pandemic.
- c) What is Business Plan? Explain the need and importance of business plan along with various elements of the Business Plan.
- d) What is KVIC? Explain the objectives and functions of KVIC.

