

Time: 3 Hrs

Max Marks: 80

- N.B. 1. Question No 1 is compulsory.
2. Solve any **three** questions out of the remaining five questions.
3. Assume suitable data if necessary.
4. Figures to the right indicate marks.

- Q. 1. Solve any **four** out of five. (4*5=20)
- a) How does an entrepreneur encourage the economic development of a country.
 - b) List the different types of e-business models.
 - c) Define a Woman Entrepreneur and state the steps the government should take to encourage women entrepreneurs.
 - d) Explain the need for motivation of employees.
 - e) Explain the term acquisition/merger.
- Q. 2. a) List the examples of Financial and Non-Financial methods of motivation for employees. (10)
b) Write a detailed business report on starting a new Supply Chain Management business using SWOT (Strength Weakness Opportunity Threat) analysis (10)
- Q. 3. a) Explain briefly the different modules of ERP. (10)
b) Enlist the salient features of a good Marketing Plan. (10)
- Q. 4. a) Explain the steps to setup an e commerce portal for selling Retail Products. (10)
b) Compare Online and Brick and Mortar methods of Sales. (10)
- Q. 5. a) List and explain the different sources of Medium term Finance. (10)
b) Explain procurement and E-Procurement. Also describe the components of e-Procurement. (10)
- Q. 6. a) Define E-commerce and explain different types of E-commerce. (10)
b) Explain Supply Chain Management (SCM) and enlist its characteristics. (10)
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