

2024

COMMUNICATIVE ENGLISH — VOCATIONAL

Paper : SEC-3

(Entrepreneurial Thinking)

Full Marks : 75

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

1. Answer **any two** of the following :
  - (a) Who is an Entrepreneur? Elucidate the difference between Entrepreneur and Intrapreneur. 3+6+6
  - (b) What are the steps to open a small scale business? Create a detailed plan for opening a business. 5+10
  - (c) What are the steps to managing human resource in a business? Explain with examples. 10+5
2. Write short notes on **any five** of the following : 5×5
  - (a) Selection
  - (b) SWOT
  - (c) Entrepreneurial Styles
  - (d) Communication
  - (e) Qualities of an Entrepreneur
  - (f) Budgeting
  - (g) Five qualities of a leader.
3. Answer **any five** of the following : 2×5
  - (a) State any two environmental awareness issues that should be kept in mind by an entrepreneur.
  - (b) From which French word is 'Entrepreneur' derived?
  - (c) What points should be kept in mind while beginning a small scale business?
  - (d) Discuss any two challenges faced by entrepreneurs.
  - (e) What is problem-solving?
  - (f) Write the first step to shape a business plan.
  - (g) What do you mean by the term 'MSME'?
4. Name a famous entrepreneur that you see as your role model. Describe the area of business, name of company, target consumers, the successes and challenges of the business that has been followed in a comprehensive case study. 10