

Roll No.

Total Pages : 02

BT-3/D-22

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**BUSINESS INTELLIGENCE AND
ENTREPRENEURSHIP**

**Artificial Intelligence and Machine Learning
HM-902A**

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Discuss the role of entrepreneurship in economic development of a nation. Also explain the government initiatives to encourage entrepreneurship in India.
2. Discuss the objectives of EDP. Name such entrepreneurship development programs in India. To what extent, these programs are effective in achieving their objectives ?

Unit II

3. How market research is significant for an entrepreneur ? Explain in detail the process of conducting market research. Which challenges are faced by entrepreneurs in this process ?

4. What is brand positioning ? By which strategies, an entrepreneur can position his product/service in marketplace ?

Unit III

5. What is SSI ? Discuss the process of SSI registration. What are the pre-requisites of the registration process ?
6. Discuss the significance of MSMEs in Indian economy. Which difficulties MSMEs encounter in availing govt. schemes ?

Unit IV

7. Give venture capital financial schemes offered by various financial institutions in India.
8. What are IPRs ? Discuss their significance for an entrepreneur.



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