

Total No. of Questions: 7

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/EEM248/2025/BHMCT\_SEM4

SYBHMCT (Fourth Semester) Examination, 2025  
EEM248 - ENTREPRENEURSHIP DEVELOPMENT II  
(2023 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions  
(ii) All questions carry equal marks.  
(iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- A) Entrepreneurship [ 1 ]  
B) Social impact [ 1 ]  
C) KPI [ 1 ]  
D) Bootstrapping [ 1 ]  
E) Business Plan [ 1 ]  
Q2. Mention in detail Tools for opportunity evaluation SWOT & PESTAL. [ 5 ]  
Q3. What are the Components of a strategic business plan ? [ 5 ]  
Q4. Explain in detail Key financial statement Cash flow and balance sheet. [ 5 ]  
Q5. Plan a Developing marketing strategies for start-ups. [ 5 ]  
Q6. What are the Strategies for scaling a business sustainably and Exit options? [ 5 ]  
Q7. Describe Theories of entrepreneurship Schumpeter and Kirzner with example each. [ 5 ]

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