

ENTREPRENEURIAL JOURNEY

I	Very Short Answer Type Questions: (1 Mark)
1	Define the term 'Go-getters'.
2	What does the trailblazer's business strength include?
3	What is Brainstorming?
4	What does 'warm selling' mean?
5	What are the two important elements to success of Diplomats?
II	Short Answer Type Questions: (2/3 Marks)
1	What does 'Opportunity Assessment' include?
2	What is the role of Intuition in generating ideas?
3	What are focus groups?
4	What do you mean by Environment Scanning'?
5	What are authoritarians business strength?
6	Describe the characteristics of a 'go-getter' type of personality.
7	What is Nadia's advice to new entrepreneurs?
III	Short Answer Type Questions (4Marks)
1	What purposes does a business plan serve?
2	Describe the importance of evaluating ideas
3	What is feasibility study? Why are feasibility studies more important?
4	What is the role of society and family in the growth of an entrepreneur?
IV	Long Answer Type Questions (6Marks)
1	Although there is no singular process to manage the execution of a business plan, there are basic processes and fundamentals to be followed. Enlist them.
2	Explain in detail any six problems faced by women entrepreneurs.
3	Differentiate between feasibility study and business plan.