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Total No. of Questions :5]

SEAT No. :

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[Total No. of Pages : 2

[6551] 878

S.Y.M.B.A.

PHM-618MJ: ENTREPRENEURSHIP IN PHARMA AND HEALTHCARE

(2024 Pattern) (Semester-III)

Time :2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questios are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) Answer the following questions in one or two sentences. (Any 5) **[10]**

a) Define entrepreneurial mindset.

b) State any two factors influencing creativity in entrepreneurship.

c) What is the X-Efficiency Theory of Leibenstein?

d) Mention any two objectives of Entrepreneur Training Programmes.

e) What is meant by Export-Oriented Units (EOUs)?

f) State any two advantages of franchising to the franchisee.

g) What is meant by 'business opportunity identification'?

Q2) Answer in Brief (Any Two). **[10]**

a) What are the role of social, political, and demographic factors in entrepreneurial development.

b) Describe Knight's Theory of Profit in entrepreneurship.

c) Explain the concept of Design Thinking and its stages in entrepreneurship.

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Q3) Attempt Any One : **[10]**

a) Elaborate the competencies and traits required for a successful entrepreneur.

OR

b) Describe the role and functions of institutions like NIESBUD,EDII, and SISI in entrepreneurship development.

Q4) Attempt Any One : **[10]**

a) Explain various incentives, subsidies and grants offered by the Central and State Governments to entrepreneurs.

OR

b) Analyze the future trends in entrepreneurship development in India.

Q5) Attempt Any One : **[10]**

a) Elaborate the stages involved in creating an entrepreneurial venture, including feasibility analysis and resource mobilization.

OR

b) What are the components of a business plan and explain the importance of networking and alliances in entrepreneurship.

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