



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2021-22 (Summer Semester)

B. Voc. Program, 3<sup>rd</sup> Semester,

End-Sem. Examination

501-A

Course Code: GEN 1301

Time: 2 Hours

Course Name: Spoken English

Max. Marks: 50

**Instruction:** The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

### Section – A

10X01 = 10 Marks

- Q1.** The writer of the short story *A Snake in the Grass*, is \_\_\_\_\_
- (a) R.K. Lakshman (c) Rabindranath Tagore  
(b) R. K Narayan (d) Ruskin Bond
- Q2.** Fill in the blank with the correct option. ----- I come in Sir?
- (a) Could (c) May  
(b) Can (d) Might
- Q3.** In the poem *Leisure* the term *Wood* means:
- (a) Stream (c) Sky  
(b) Forest (d) moonlight
- Q4.** Fill in the blank with the words from the poem 'Virtue'.
- The \_\_\_\_\_ shall weep thy fall tonight, For thou must die.*
- (a) mist (c) dew  
(b) fog (d) rain
- Q5.** ..... is the name of the servant in the short story *A Snake in the Grass*.
- (a) Rama (c) Dasa  
(b) Sada (d) Kala
- Q7.** In the short story *A Snake in the Grass*, the term *Siesta* means:
- (a) a long holiday (c) a hot day  
(b) a working day (d) a short nap
- Q8.** The poem *Virtue* is written \_\_\_\_\_
- (a) George Herbert (c) Robert Frost  
(b) W. H. Davies (d) John Keats
- Q9.** Fill in the blank with the opposite of the given word: *Active*
- (a) Enthusiastic (c) Strict  
(b) Lazy (d) Excited
- Q10.** Fill in the blank with the correct option:
- Christmas is celebrated on 25<sup>th</sup> December \_\_\_\_\_ it? (is/ isn't)*

### Section – B

04X04 = 16 Marks

- Q11.** Explain the lines with reference to the context:  
*"You have the laziest servant on the earth,"*
- Q12.** Make sentences with the following words:
- (a) Extrovert (c) Cooperative  
(b) Proud (d) Kind
- Q13.** Describe a person of your choice in about 10 sentences and underline the describing words.

**Q14.** Do as directed:

(i) Convert the following sentences into passive voice:

- (a) We play Football in the evening.
- (b) Raman was eating a mango.

(ii) Convert the following sentences into indirect speech

- (a) The teacher said, "Maintain silence in the class."
- (b) Deepa said, "Dinner is ready."

**Section – C**

04X06 = 24 Marks

**Q15.** Draft a conversation in about 10-15 sentences between yourself and your friend in a situation where you had a quarrel with him/her and apologize for your rude behavior.

**Q16.** Write a paragraph on the given topic: *My dream job*

**Q17.** Write the short story *A Snake in the Grass* in your own words in about (200 words).

**Q18.** Read the following passage and answer the questions given below:

Next to water, tea is the most commonly consumed beverage in the world. This is a good news because tea offers important health benefits. Its benefits were first discovered by the Chinese Emperor Shen Nung who declared that it gave one vigour of body, contentment of mind and determination of purpose. Today there is ample proof that tea in its many forms possesses a number of health benefits from supporting the immune, system to reducing the risk of cancer, to helping prevent tooth decay.

What makes tea such a healthy drink? The star compounds are called catechins. Those are antioxidants, that help prevent cell damage by harmful molecules called free radicals.

Tea can be black, green and red and is derived from a warm-weather evergreen tree known as *Camelia Sinensis*. The more processing, tea leaves undergo, the darker they become.

Green tea is the least processed tea. It is simply steamed quickly and offers the maximum healing powers because it isn't fermented. It also helps prevent tooth decay and aids weight loss(173 words).

**Questions:**

- a) The most commonly consumed beverage in the world is.....(1)
- b) Benefits of tea were first discovered by..... (1)
- c) Tea turns out to be a healthy drink due to the presence of..... (1)
- d) Make a precis of the passage given above. (3)

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# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2021-22 (Summer Semester)

B. Voc. Program, 3<sup>rd</sup> Semester,

Feb, 22 End-Sem. Examination

Course Code: GEN 1301

Time: 2 Hours

Course Name: Spoken English

Max. Marks: 50

**Instruction:** The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

## Set- A-Answer Key

### Section – A

10X01 = 10 Marks

- Q1.** The writer of the short story *A Snake in the Grass*, is \_\_\_\_\_
- (a) R.K. Lakshman (c) Rabindranath Tagore  
(b) **R. K Narayan** (d) Ruskin Bond
- Q2.** Fill in the blank with the correct option.  
----- I come in Sir?
- (a) Could (c) **May**  
(b) Can (d) Might
- Q3.** In the poem *Leisure* the term *Wood* means:
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The \_\_\_\_\_ shall weep thy fall tonight,  
For thou must die.
- (a) **mist** (c) dew  
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- Q5.** ..... is the name of the servant in the short story *A Snake in the Grass*.
- (a) Rama  
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(c) **Dasa**  
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- Q7.** In the short story *A Snake in the Grass*, the term *Siesta* means:
- (a) a long holiday (c) a hot day  
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- Q8.** The poem *Virtue* is written \_\_\_\_\_
- (a) **George Herbert** (c) Robert Frost  
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- Q9.** Fill in the blank with the opposite of the given word: *Active*
- (a) Enthusiastic (c) Strict  
(b) **Lazy** (d) Excited
- Q10.** Fill in the blank with the correct option:

Christmas is celebrated on 25<sup>th</sup> December, it? (is/ isn't)

**Section – B**

04X04 = 16 Marks

**Q11.** Explain the lines with reference to the context:

**"You have the laziest servant on the earth,"**

From Snake in the Grass by R. K, Narayan, Neighbours speak these lines when the inmates of the bungalow, and neighbours assembled in the compound for a snake hunt of a cobra in the compound blame Das, the servant for not keeping the surrounding clean by declaring him lazy.

**Q12.** Make sentences with the following words:

(a) Extrovert

(e) Cooperative

(b) Proud

(d) Kind

**Q13.** Describe a person of your choice in about 10 sentences and underline the describing words.

Words from list of vocabulary to be used by students to describe a person of their choice

**Q14.** Do as directed:

**A.** Convert the following sentences into passive voice:

(a) We play Football in the evening.

Football is played by us in the evening

(b) Raman was eating a mango.

A mango was being eaten by Raman

**B.** Convert the following sentences into indirect speech

(c) The teacher said, "Maintain silence in the class."

The Teacher asked the students to maintain silence in the class

(d) Deepa said, "Dinner is ready."

Deepa said that dinner was ready.

**Section – C**

04X06 = 24 Marks

**Q15.** Draft a conversation in about 10-15 sentences between yourself and your friend in a situation where you had a quarrel with him/her and apologize for your rude behavior.

Ans: Two characters to be created

A situation of quarrel to be given

The exchanges should include utterances for the notion of Apology in informal manner

**Q16.** Write a paragraph on the given topic:

**My dream job**

Ans: Details about self, qualification, type of work preferred and enjoyed, type of companies expected to work in, destination of work place and reasons for the job to be ideal for them.

**Q17.** Write the short story *A Snake in the Grass* in your own words in about (200 words).

“A snake in the grass” is a story written by R.K. Narayan. One day a cyclist told a family living in a big house that a snake had entered their garden. Everyone in the family was very frightened. They were angry with their old servant, Dasa. They told him that he had not cleaned the garden. They searched the garden but could not find the snake. One beggar woman came and said that the snake was a blessing from God. Then, a snake charmer came, but he said that he could not see any snake. At that moment, Dasa came with a pot and said that he had caught the snake and put it in the pot. Everyone was happy. Suddenly they saw a snake come out of a hole in the wall. They were all shocked. They did not know if Dasa had caught the snake or if there were two snakes.

**Q18.** Read the following passage and answer the questions given below:

Next to water, tea is the most commonly consumed beverage in the world. This is a good news because tea offers important health benefits. Its benefits were first discovered by the Chinese Emperor Shen Nung who declared that it gave one vigour of body, contentment of mind and determination of purpose. Today there is ample proof that tea in its many forms possesses a number of health benefits from supporting the immune, system to reducing the risk of cancer, to helping prevent tooth decay.

What makes tea such a healthy drink ? The star compounds are called catechins. Those are antioxidants, that help prevent cell damage by harmful molecules called free radicals.

Tea can be black, green and red and is derived from a warm-weather evergreen tree known as *Camelia Sinensis*. The more processing, tea leaves undergo, the darker they become. Green tea is the least processed tea. It is simply steamed quickly and offers the maximum healing powers because it isn't fermented. It also helps prevent tooth decay and aids weight loss.(173 words)

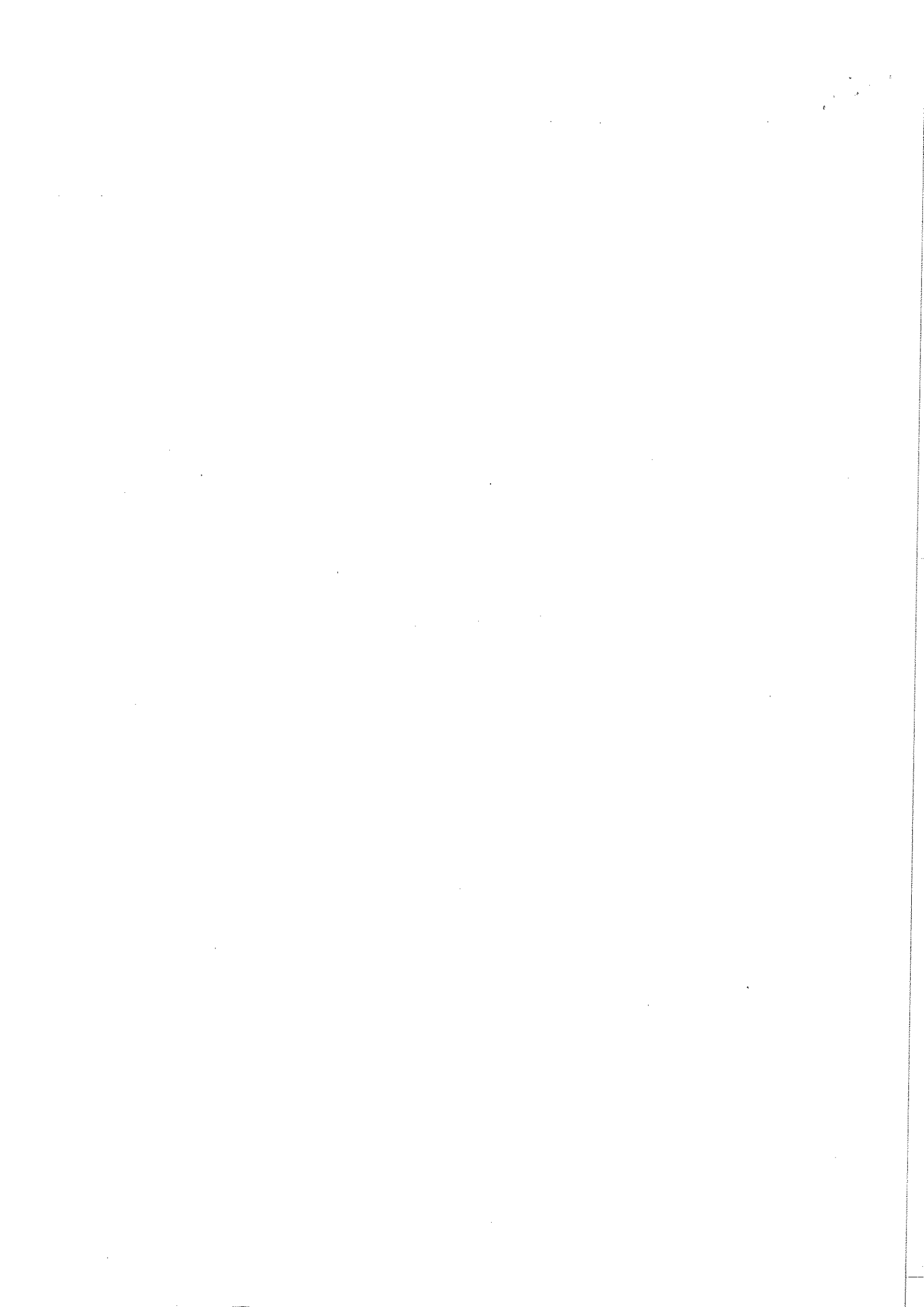
Questions:

- a) The most commonly consumed beverage in the world is.....(1)
- b) Benefits of tea were first discovered by.....(1)
- c) Tea turns out to be a healthy drink due to the presence of..... (1)
- d) Make a precis of the passage given above. (3)

Answers:

- a) Tea
- b) The Chinese Emperor Shen Nung
- c) Catechins
- d) Precis with a title and number of words.

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# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2021-22 (Summer Semester)

B. Voc. Program, 3<sup>rd</sup> Semester,

End-Sem. Examination

Sol. B

Course Code: GEN 1301

Time: 2 Hours

Course Name: Spoken English

Max. Marks: 50

**Instruction:** The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

## Section – A

10X01 = 10 Marks

- Q1. \_\_\_\_\_ is the writer of the short story titled *A Snake in the Grass*.
- (a) Ruskin Bond (c) Charles Lamb  
(b) R. K. Narayan (d) Somerset Maugham
- Q2. Which among the given words has the speech sound- / a: /
- (a) Tan (c) Ton  
(b) Task (d) Ten
- Q3. Fill in the blank with the correct option. We \_\_\_\_\_ follow Covid-19 guidelines.
- (a) Ought to (c) could  
(b) May (d) might
- Q4. Complete the sentence with the right word as given in the poem:  
*Sweet spring, full of sweet days and \_\_\_\_\_,  
A box where sweets compacted lie*
- (a) Lotus (c) Jasmine  
(b) Roses (d) Marigold
- Q5. The poem *Leisure* was written by \_\_\_\_\_:
- (a) W. H. Davis (c) William Hopkins  
(b) George Herbert (d) Robert Frost
- Q6. In the short story *A Snake in the Grass*, which family of snake enters the compound of the bungalow?
- (a) Viper (c) Python  
(b) Cobra (d) Rat snake
- Q6. Choose the correct question tag for the given sentence:  
*He has stolen my purse, \_\_\_\_\_? (has he/hasn't he)*
- Q7. .... speaks the following lines in *A Snake in the Grass*.  
*You are fortunate. It is God Subramanya who has come to visit you. Don't kill the snake*
- (a) Mother (c) Old beggar  
(b) Dasa (d) Elder son
- Q8. Which of these terms refers to study of speech sounds?
- (a) Phonology (c) Phonetics  
(b) Linguistics (d) Semantics
- Q9. Fill in the blank with the opposite of the given word: **Sociable**
- (a) Polite (c) Strict  
(b) Frank (d) Reserved
- Q10. Fill in the blank with the correct option:  
*He should take rest, \_\_\_\_\_ he? (Shouldn't / Should)*

**Section – B**

04X04 = 16 Marks

**Q11.** Explain the given lines with reference to the context:  
*If you show me the snake, I'll at once catch it. Otherwise what can I do?*

**Q12.** Make sentences with the following words:

- (a) Graceful (c) Cooperative  
(b) forgiving (d) Determined

**Q13.** Write a short character- sketch of *Dasa* in the story- A Snake in the Grass

**Q14. Do as directed:**

**A. Convert the following sentences into reported speech:**

- (a) The teacher said, "Shimla is a hill station."  
(b) Mother said, "Dinner is ready."

**B. Change the sentences from active voice to passive voice**

- (c) She wrote a lot of letters.  
(d) You may take this pen.

**Section – C**

04X06 = 24 Marks

**Q15.** Draft a conversation in about 10-15 sentences between yourself and two other students on the first day at your University highlighting the utterances of greetings.

**Q16.** Write a paragraph on the given topic: *Online teaching: Need of the hour*

**Q17.** Write the summary of the short story *A Snake in the Grass*.

**Q18.** Read the following passage and answer the questions given below:

Food can maintain and save life. It can destroy life as well. Proper food serves as medicine; improper food works as poison. A little care about the quality and quantity of food will keep us healthy and happy. If we go about eating all sorts of things, we shall become sick. We take pride in calling ourselves civilized. Being sensible means to know the difference between good and bad, right and wrong. It will not do to become slaves to our tongue or taste. Even cattle, birds and beasts eat only what is best for their body. We mostly eat processed food and refined sugar. We pay heavily for junk food, for Chinese dishes or deep fried snacks. As a result we catch diseases. We have drifted away from Mother Nature. We laugh at the rules of hygiene, healthy diet and the advice of our elders. This has given rise to diabetes.

We offer chocolates, cakes and ice creams too often to our children. We also attend parties or dine out every day. This way we invite obesity and diabetes.(180 words)

**Questions:**

- (a) What is the major function of food? (1)  
(b) Which word in the passage is close to being fat (1)  
(c) Which word in the passage means cleanliness (1)  
(d) Make a precis of the passage given above. (3)



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School of General Education

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B. Voc. Program, 3<sup>rd</sup> Semester,

Feb 2022, End-Sem. Examination

Course Code: GEN 1301

Time: 2 Hours

Course Name: Spoken English

Max. Marks: 50

**Instruction:** The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

Set –B  
Answer Key  
Section – A

10X01 = 10 Marks

- Q1. \_\_\_\_\_ is the writer of the short story titled *A Snake in the Grass*.
- (a) Ruskin Bond (c) Charles Lamb  
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- Q2. Which among the given words has the speech sound- / a: /
- (a) Tan  
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(d) Ten
- Q3. Fill in the blank with the correct option.  
We \_\_\_\_\_ follow Covid-19 guidelines. .
- (a) Ought to (c) could  
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- Q4. Complete the sentence with the right word as given in the poem:  
*Sweet spring, full of sweet days and \_\_\_\_\_,  
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- Q5. The poem *Leisure* was written by \_\_\_\_\_:
- (a) W. H. Davis (c) William Hopkins  
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- Q6. In the short story *A Snake in the Grass*, which family of snake enters the compound of the bungalow?
- (a) Viper  
(b) Cobra  
(c) Python  
(d) Rat snake
- Q6. Choose the correct question tag for the given sentence:  
He has stolen my purse, \_\_\_\_\_? (has he/~~hasn't~~ he)
- Q7. .... speaks the following lines in *A Snake in the Grass*.  
*You are fortunate. It is God Subramanya who has come to visit you. Don't kill the snake*

- (a) Mother
- (b) Dasa
- (c) **Old beggar**
- (d) Elder son

**Q8.** Which of these terms refers to study of speech sounds?

- (a) Phonology
- (b) Linguistics
- (c) **Phonetics**
- (d) Semantics

**Q9.** Fill in the blank with the opposite of the given word: *Sociable*

- (a) Polite
- (b) Frank
- (c) Strict
- (d) **Reserved**

**Q10.** Fill in the blank with the correct option:

He should take rest, \_\_\_\_\_ he? (**shouldn't** / should)

### Section – B

04X04 = 16 Marks

**Q11.** Explain the given lines with reference to the context:

*If you show me the snake, I'll at once catch it. Otherwise what can I do?*

*Ans:*

*The Snake Charmer in A Snake in the Grass by R. K. Narayan speaks the given lines when he is called to catch a snake which had entered the compound of the bungalow of the inmates. He speaks these lines in response to the inmates request to catch the snake which had entered their house but was not spotted by them.*

**Q12.** Make sentences with the following words:

- (a) Graceful
- (b) forgiving
- (c) Cooperative
- (d) Determined

**Q13.** Write a short character- sketch of *Dasa* in the story- A Snake in the Grass.

Elaborate on the following attributes Lazy, Workshirk, indulge in blame game, insincere, in reference to the plots in the story.

**Q14. Do as directed:**

**A. Convert the following sentences into reported speech:**

- (a) The teacher said, "Shimla is a hill station."

**The teacher said that Shimla is a hill station**

- (b) Mother said, "Dinner is ready."

**Mother said that dinner was ready**

**B. Change the sentences from active voice to passive voice**

- (c) She wrote a lot of letters.

**A lot of letters were written by her.**

- (d) You may take this pen.

**This pen may be taken by you**

### Section – C

04X06 = 24 Marks

**Q15.** Draft a conversation in about 10-15 sentences between yourself and two other students on the first day at your University highlighting the utterances of greetings.

The notions of greetings to be used are:

Good Morning/Afternoon

How do you do

Nice meeting you etc.

**Q16.** Write a paragraph on the given topic:

**Online teaching: Need of the hour**

**Q17.** Write the summary of the short story *A Snake in the Grass*.

“A snake in the grass” is a story written by R.K. Narayan. One day a cyclist told a family living in a big house that a snake had entered their garden. Everyone in the family was very frightened. They were angry with their old servant, Dasa. They told him that he had not cleaned the garden. They searched the garden but could not find the snake. One beggar woman came and said that the snake was a blessing from God. Then, a snake charmer came, but he said that he could not see any snake. At that moment, Dasa came with a pot and said that he had caught the snake and put it in the pot. Everyone was happy. Suddenly they saw a snake come out of a hole in the wall. They were all shocked. They did not know if Dasa had caught the snake or if there were two snakes.

**Q18.** Read the following passage and answer the questions given below:

Food can maintain and save life. It can destroy life as well. Proper food serves as medicine, improper food works as poison. A little care about the quality and quantity of food will keep us healthy and happy. If we go about eating all sorts of things, we shall become sick.

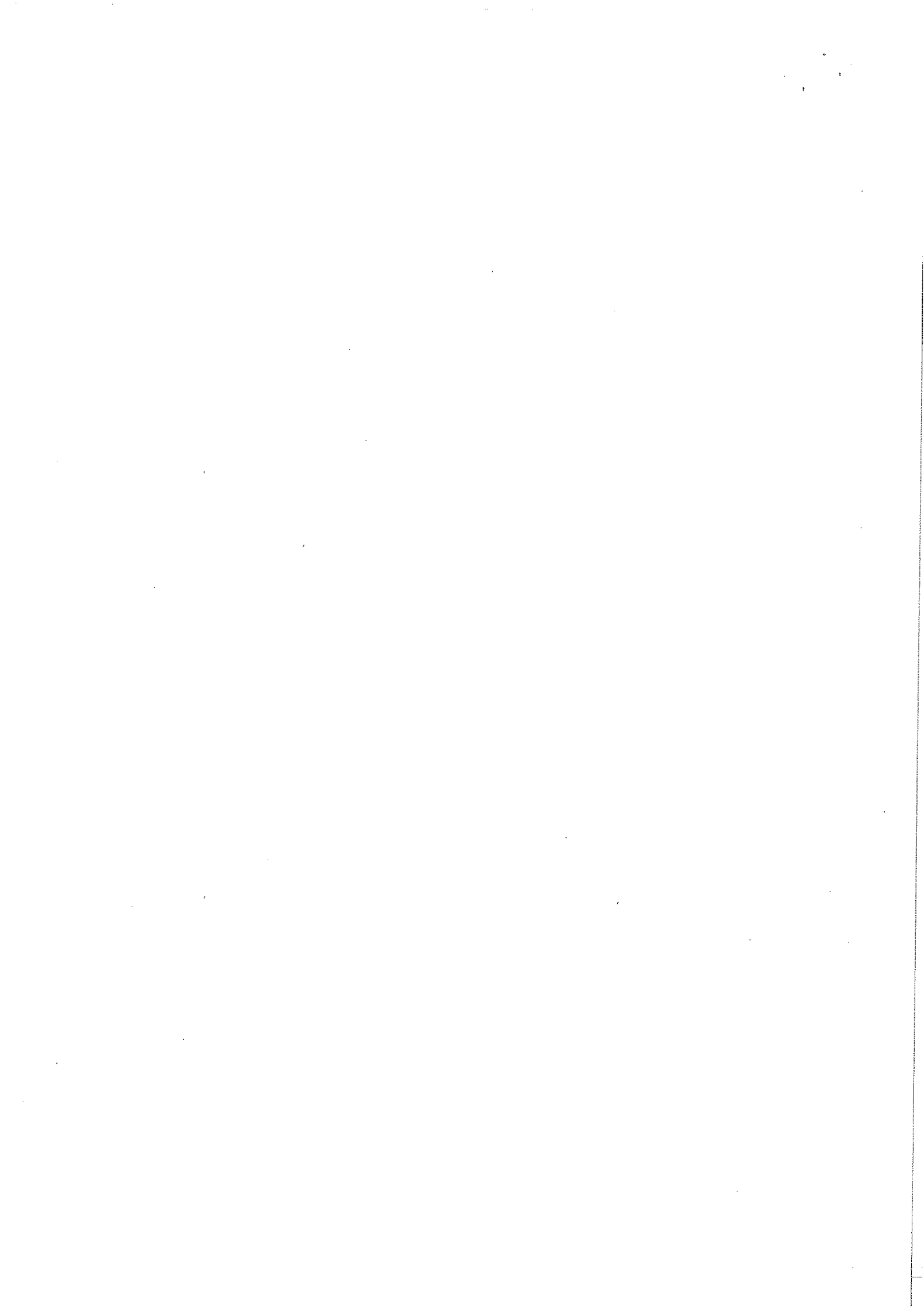
We take pride in calling ourselves civilized. Being sensible means to know the difference between good and bad, right and wrong. It will not do to become slaves to our tongue or taste. Even cattle, birds and beasts eat only what is best for their body.

We mostly eat processed food and refined sugar. We pay heavily for junk food, for Chinese dishes or deep fried snacks. As a result we catch diseases. We have drifted away from Mother Nature. We laugh at the rules of hygiene, healthy diet and the advice of our elders. This has given rise to diabetes.

We offer chocolates, cakes and ice creams too often to our children. We also attend parties or dine out every day. This way we invite obesity and diabetes.(180 words)

**Questions:**

- a. What is the major function of food? (1)  
Food maintains and saves life
- b. Which word in the passage is close to being fat obesity (1)
- c. Which word in the passage means cleanliness hygiene (1)
- d. Make a precis of the passage given above. (3)  
A passage with 1/3 length and a title for the same.





# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.: .....

**School of General Education  
Session: 2021-22 (Summer Semester)  
B. Voc. Program, 3rd Semester,  
End-Sem. Examination**

Course Code: GEN1303

Time: 02 Hour

Course Name: Entrepreneurship Development

Max. Marks: 50

**Section - A**

**Answer following objective type questions, each question carries 01 mark.**

1. The term Creativity refers to-
  - a) The ability to create something Physically
  - b) The ability to create something new in the mind
  - c) The knowledge about creation of tangible things
  - d) None of the above
2. One of the essential Skills required for a person to become an Entrepreneur-
  - a) Entrepreneurial Mindset
  - b) Technical knowledge & skills
  - c) Human/Interpersonal Skills
  - d) All of the above
3. Who is the Indian steel magnate-
  - a) Chairperson and CEO of Arcelor Mittal
  - b) chairperson and CEO of Tata Sons
  - c) chairperson and CEO of Mukesh Ambani
  - d) Chairperson and CEO of Anand Mahindra
4. Entrepreneurship aimed at creating customers-
  - a) By creating utility
  - b) By adaptation to the customers social and economic reality
  - c) By delivering what represents true value to the customer
  - d) All of the above
5. Which of the following is a type of Innovation-
  - a) Incremental Innovation
  - b) Disruptive Innovation
  - c) Breakthrough Innovation
  - d) All of the above
6. Infosys was started in-
  - a) 1990
  - b) 1981
  - c) 2001
  - d) 1995
7. The Brand Nirma was popularized by-
  - a) Prem Ganapathy
  - b) Yash Bhanage
  - c) Bhupendrabhai Shah
  - d) None of the above
8. Entrepreneurship Process involve-
  - a) Opportunity recognition for innovation
  - b) Business Planning & Development of the business Strategies
  - c) Determination of the Demand in the market
  - d) Innovation Management



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

9. OYO Rooms startup was launched in-
- a) 2001
  - b) 2011
  - c) 2013
  - d) None of the above
10. According to steveson, Entrepreneurship is all about-
- a) Pursuit of opportunity beyond resources controlled
  - b) Exploring and creating new ways of economic activities
  - c) A driver of economic growth
  - d) All of the above

### Section - B

**Answer following short answer type questions, each question carries 04 marks.**

- Q.1 What are the challenges faced by an entrepreneur to grow a new venture?
- Q.2 Define Entrepreneurial Marketing.
- Q.3. What do you mean by feasibility study?
- Q.4. Briefly discuss about business Laws and GST laws for essential for an entrepreneur.

### Section - C

**Answer following essay type questions, each question carries 06 marks.**

- Q.1 Describe Entrepreneurship Process.
- Q.2. Describe briefly the institutional support provided to entrepreneurs.
- Q.3. Discuss some of the Govt. Schemes and Programs for entrepreneurship development.
- Q.4. Write about the knowledge and skills required to be a good entrepreneur.



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.: .....

School of General Education  
Session: 2021-22 (Summer Semester)  
B. Voc. Program, 3rd Semester,  
End-Sem. Examination

## ANSWER KEYS (Set-A)

Course Name: Entrepreneurship Development ( GEN1303)

Max. Marks: 50

### Section - A

Answer following objective type questions, each question carries 01 mark.

1. The term Creativity refers to-
  - a) The ability to create something Physically
  - b) **The ability to create something new in the mind**
  - c) The knowledge about creation of tangible things
  - d) None of the above
2. One of the essential Skills required for a person to become an Entrepreneur-
  - a) Entrepreneurial Mindset
  - b) Technical knowledge & skills
  - c) Human/Interpersonal Skills
  - d) **All of the above**
3. Who is the Indian steel magnate-
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5. Which of the following is a type of Innovation-
  - a) Incremental Innovation
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6. Infosys was started in-
  - a) 1990
  - b) **1981**
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  - a) Prem Ganapathy
  - b) Yash Bhanage
  - c) Bhupendrabhai Shah
  - d) **None of the above**
8. Entrepreneurship Process involve-
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  - b) **Business Planning & Development of the business Strategies**
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## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

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- 2001
  - 2011
  - 2013**
  - None of the above
10. According to steveson, Entrepreneurship is all about-
- Pursuit of opportunity beyond resources controlled**
  - Exploring and creating new ways of economic activities
  - A driver of economic growth
  - All of the above

### Section - B

Answer following short answer type questions, each question carries 04 marks.

Q.1 What are the challenges faced by an entrepreneur to grow a new venture?

Answer- Challenges in Managing and growing an enterprise: Following are the Biggest Challenges for New Entrepreneurs:

**Financing:** As a new entrepreneur, you'll be starting from scratch, which means you'll need to start networking like crazy and thinking through all your possible funding options before landing on one.

**Team Building:** Picking the right team for a startup is stressful and difficult. It's not enough to find candidates who fill certain roles – you also need to consider their cost to the business, their culture fit and how they'll work as part of your overall team.

**Being the visionary:** As a new entrepreneur is expected to come up with the ideas. When a competitor emerges, it will be your responsibility to come up with a response plan. When your team hits an impenetrable obstacle, your job will be to come up with an alternative plan to move forward. This demands on-the-spot creative thinking.

**Dealing with the unknown:** How long will your business exist? How profitable will your business be? Will customers like your product? None of these questions has a solid, reliable answer, even in startups based on great ideas. Dealing with this volatility is one of the hardest parts of emerging as a new entrepreneur.

Q.2 Define Entrepreneurial Marketing.

Answer- The term "marketing" means different things to different individuals. Some people view it as advertising, some as selling, and others as trading. Advertising, selling, and/or trading are only aspects of marketing.

For the sake of understanding we can define the concept as "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Hisrich defines marketing as "the process by which the decisions are made in a totally interrelated changing business environment on all the activities that facilitate exchange in order that the targeted group of customers is satisfied, and the defined objectives are accomplished.

Recently, entrepreneurial marketing has gained popularity in marketing and entrepreneurship. This has been proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation.

The most common features of entrepreneurial marketing include innovation, risk taking, and being proactive. Entrepreneurial marketing campaigns try to highlight the company's greatest strengths while emphasizing their value to the customer. Focusing on innovative products or exemplary customer service is a way to stand out from competitors. They make this pitch using cheap and accessible tools including viral videos, Tweets, Facebook pages, and email marketing. Any and all marketing strategies can be considered as long as they produce results.

Q.3. What do you mean by feasibility study?

Answer- Feasibility analysis is designed to assess whether your entrepreneurial endeavor is, in fact, feasible or possible. By evaluating your management team, assessing the market for your concept, estimating financial viability, and identifying potential pitfalls, you can make an informed choice about the achievability of your entrepreneurial endeavor. A feasibility analysis is largely numbers driven and can be far more in depth than a business plan.



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A feasibility study may become the basis for the business plan, which outlines the action steps necessary to take a proposal from ideation to realization. A feasibility study allows a business to address where and how it will operate, its competition, possible hurdles, and the funding needed to begin. The business plan then provides a framework that sets out a map for following through and executing on the entrepreneurial vision.

The feasibility study acts as an investigative tool to assess the potential, viability or practicability of a new business. It is an excellent instrument for the prediction of the likelihood of success or failure of a new business venture. It may also be adopted in the case of incorporation of new products or ideas into the business mix.

Q.4. Briefly discuss about business Laws and GST laws for essential for an entrepreneur.

Answer- The knowledge of business Laws and GST laws for an entrepreneur is very much essential now a days. Planning to form a company (proprietor, private limited or limited) or already in business, every entrepreneur is liable to follow these basic Indian government's legal laws to function their business in the country.

Usually, most of the startup businessmen and entrepreneurs approach a legal business consultant to understand documentation required for forming a legal business entity, granting PAN number, GST and opening a current account and other rules and guidelines to start functioning. Startup in India is like the face of a new innovative idea under practical application and expression of an idea that is implemented to be worked on. A startup is an entrepreneurial business which is eager to catch the market pace and walk with matching the footsteps for other business to exist in the market for a long time and secure a position.

Following are the important aspects of the prevalent Business Laws and new paradigm of GST for Entrepreneurs.

- Formalizing a Business Structure, Choosing the appropriate Legal forms of business organizations and getting registered your business name with the concerned authority ( like approaching ROC for getting a new business registered in the form of a private company under the Indian Companies Act, 2013)
- Intellectual Property laws- If you are merchandising or creating a logo and designs for your company; you should get your copyright, patent or trademark as soon as possible for the same. This will provide you with an assured of no misuse by others and you can claim royalties if in case your designs are used by others for profits.
- Understanding Taxation and Accounting Laws- There are a broad variety of taxes, such as, central tax, state tax and even local taxes that may be applicable for certain businesses. For billing and taxation, every business owner required to be registered under the GST act.

### Section – C

Answer following essay type questions, each question carries 06 marks.

Q.1 Describe Entrepreneurship Process.

Answer- Traditional approach to Entrepreneurship Process:

Entrepreneurial process can be defined as the process through which a new venture is created by an entrepreneur. This process involves finding, evaluating, and developing an opportunity by overcoming the strong forces that resist the creation of something new.

Steps in entrepreneurial process: The process has four distinct phases:

- (1) Identification and evaluation of the opportunity,
- (2) Development of the business plan,
- (3) Determination of the required resources, and
- (4) Management of the resulting enterprise.

Phase-1: Identify and evaluate opportunity: opportunity identification is the process by which an entrepreneur comes up with the opportunity for a new venture. Opportunity identification and evaluation is a very difficult task. Most good business opportunities do not suddenly appear, but rather result from an entrepreneur's alertness to possibilities or, in some cases, the establishment of mechanisms that identify potential opportunities.

Different Aspects of this step relates to – Creativity and Business Idea generation, Recognition of



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entrepreneurial opportunity, Assessment of entrepreneurial opportunity (in terms of real and perceived value, risk and return and Evaluating entrepreneurial opportunity (in terms of personal & entrepreneurial skills and competencies, prevailing and future circumstances and competitive environment)

Phase-2: Develop Business Plan: A business plan is the written description of the future direction of the business. It helps entrepreneur in Putting Ideas together and Preparing B-Plan Draft.

1. A good business plan must be developed in order to exploit the defined opportunity. This is a very time-consuming phase of the entrepreneurial process.
2. An entrepreneur usually has not prepared a business plan before and does not have the resources available to do a good job.
3. A good business plan is essential to developing the opportunity and determining the resources required, obtaining those resources, and successfully managing the resulting venture.

Phase 3: Determine the Resources Required.

1. Determine existing resources
2. Identify Resource Gaps and available Suppliers
3. Develop access to and procure needed resources

Phase 4: Manage the Enterprise.

1. Develop Management Style
2. Understand key variables for success
3. Identify problems and Potential problems
4. Implement control systems
5. Develop growth strategy

Q.2. Describe briefly the institutional support provided to entrepreneurs.

Answer- The support system and institutional setup would include Entrepreneurship Development Organizations, Financial Institutions, Network of Banks, Industrial development organizations and different Govt agencies engaged in the implementation of the Govt Policies and development programmes. This institutional support system has been designed at following four levels:

- Central Government
- State Government
- Non-Government Support System
- District Industries Centers (DIC)
- District Rural Development Authority (DRDA)

Further, National & State level Institutional Support System has the following objectives-

1. To help and support Entrepreneurs
2. To foster Entrepreneurship Development
3. To accelerate the growth of Industrialization
4. To help grow & Develop MSMEs in the country.

National & State level Institutional Support to Entrepreneurs is provided to the Entrepreneurs in the form of following-

1. Banking Institutions like Nationalised commercial Banks (Public & Private Sector), Small Finance Banks, Payment Banks and Co-operative Banks, RRBs etc.
2. Financial Institutions like SIDBI, IDBI, ICICI, IFCI, IRCI, SFCs like RFC in Rajasthan etc.
3. Industrial & Development Institutions like Agricultural Development Bank, National Bank for Agriculture & Rural Development (NABARD), State level SIDCs like RIICO in Rajasthan etc
4. Govt. Ministries/Departments/Agencies

Banking Institutions like Nationalised commercial Banks (Public & Private Sector), Small Finance Banks, Payment Banks and Co-operative Banks, RRBs etc. Banks meet the need of financial assistance of a new startup company in the form of short term and long term loans. Banks provide working capital assistance to help entrepreneurs meet their day to day needs of available fund. Banks advise entrepreneurs on sustainable lines of investment by analyzing the pro and cons of each investment. In addition to the normal lending and other service, banks now also engage in business advisory, guaranty and other consultancy services which help entrepreneurs in the promotion and financing of entrepreneurship activities.



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Financial Institutions like SIDBI, IDBI, ICICI, IFCI, IRCI, SFCs like RFC in Rajasthan etc. SIDBI: stand for Small Industries Development Bank of India. This acts as the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector:

- 1) IDBI: Stand for Industrial Development Bank of India. This provide credit and other financial facilities for the development of the MSMEs.
- 2) ICICI: Stand for Industrial Credit and Investment Corporation of India. Earlier this was a development financial institution but now as a Bank offering only project finance to a diversified financial services group.
- 3) IFCI: Industrial Finance Corporation of India, is a Non-Banking Finance Company and provides financial support for the diversified growth of Industries. This provide finance for projects such as airports, roads, telecom, power, real estate, manufacturing, services sector and such other allied industries.
- 4) IRCI: Industrial Reconstruction Corporation of India assist rehabilitation of sick industrial units or rehabilitation of units likely to face closure, but showing promise of viability.
- 5) SFCs: Stand for State Financial Corporations like Rajasthan Financial Corporation (RFC) in Rajasthan State and HFC in Haryana etc. SFCs help in ensuring balanced regional development, higher investment, more employment generation and broad ownership of various industries in the respective state.

Industrial & Development Institutions like Agricultural Development Bank, National Bank for Agriculture & Rural Development (NABARD), State level SIDCs like RIICO in Rajasthan etc.-

- 1) NABARD- The full form of this is National Bank for Agriculture & Rural Development and this Promote sustainable and equitable agriculture and rural development through participative financial and non-financial interventions, innovations, technology and institutional development for Agro-preneurship and Rural Entrepreneurship Development.
- 2) SIDCs: Stand for State Industrial Development Corporations like RIICO in Rajasthan. RIICO stand for Rajasthan State Industrial Development & Investment Corporation Limited. Lets develop a better understanding about RIICO as to how this is actually playing significant role for industrialization in the sate and in the growth and development of

MSMEs.

Q.3. Discuss some of the Govt. Schemes and Programs for entrepreneurship development.

Answer- The emergence of Entrepreneurship in a society depends on several influencing factors. The most important among them are considered to be the individual, environment, Socioeconomic support system and institutional setup. The environment and the institutional setup are considered to be exerting direct influence on entrepreneurship. That's why the Eco-system for entrepreneurship development and inspiring, guiding and supporting the potential entrepreneurs through the viable support system becomes essential. In our country, there is well-established and robust support system available for Entrepreneurs and Enterprises at the National, State, District, Block Development and Village level.

An Entrepreneurs can get benefits from a good number of Govt. Schemes and Programs related to different economic sectors and ministries. Following Govt. Programs are the ways through which an entrepreneur is entitled to get the benefit of the opportunities to start with the assistance and resources provided by the Government at different level in the country.

1. Start-up India
2. Stand-up India
3. Make-in-India
4. Atal Innovation Mission
5. Support to Training and Employment for Women (STEP)
6. Digital India
7. PMKVY, PMEGP, SEED, WEP and ASPIRE
8. Pradhan Mantri Mudra Yojna (Mudra Loan)



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- Startup India programme was launched on 16th January 2016. The programme was launched to promote bank financing for start-up ventures to boost entrepreneurship and encourage start-ups with jobs creation.
- "Start Up India" is a revolutionary scheme that has been started to help the people who have ideas and capabilities and wish to start their own business.
- The vision of this Program is to encourage and support the job seekers to become job creator by starting their own micro or small level enterprise or startup business without any hassles.
- The program provide funding support and incentives to such job creators related to getting patent of their innovation and by simplification of the Startup process.
- Stand up India Program was launched on 5th April 2016. The scheme was launched to support entrepreneurship among women and SC & ST communities.
- The scheme offers bank loans of between ₹10 lakh (US\$15,000) and ₹1 crore (US\$150,000) for scheduled castes and scheduled tribes and women setting up new enterprises outside of the farm sector. Debit Card (RuPay) for withdrawal of working capital.

The Make in India initiative was launched by Prime Minister in September 2014 as a part of the wider set of nation-building initiatives. This program is designed to transform India into a global design and manufacturing hub. For this Govt has identified 25 priority sectors to boost investment through FDI.

The main objective make in India initiative is-

To focus on job creation and skill enhancement in various sectors of the economy

To attract capital and technological investment in India

It also aims at high-quality standards and minimizing the impact on the environment.

To create a business-friendly atmosphere in the country by increasing ease of doing business as much as possible.

AIM is the flagship initiative of the Govt. to promote a culture of innovation and entrepreneurship in the country. The core functions of the Mission are as under:

Entrepreneurship promotion through Self-Employment and Talent Utilization, to support & Mentor the innovators to become successful entrepreneurs.

Innovation promotion: to provide a platform where innovative ideas are generated.

Objectives of AIM-

To develop and create awareness about new programmes and policies for fostering innovation in different sectors of the economy

To provide platform and collaboration opportunities for different stakeholders

To create an umbrella structure to oversee innovation ecosystem of the country.

The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy.

In order to transform the entire ecosystem of public services through the use of information technology, the Government of India has launched the Digital India programme.

Vision of Digital India

The vision of Digital India programme is to transform India into a digitally empowered society and knowledge economy. The program is centered on three key vision areas:

Digital Infrastructure as a Core Utility to Every Citizen

Governance and Services on Demand

Digital Empowerment of Citizens

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation.

The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Q.4. Write about the knowledge and skills required to be a good entrepreneur.

Answer- Entrepreneurship is both an art and science of converting business ideas into marketable products or services to improve the quality of living.

It refers to the process of innovating new products or services and streamline the resources required to commercialize these products or services.

Entrepreneurship refers to- "All actions executed by the entrepreneur to establish an enterprise" According to Robert D. Hisrich, Peters and Shepherd, "Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence."

According to Stevenson, "Entrepreneurship is the pursuit of opportunity beyond resources controlled. "Pursuit" implies a singular, relentless focus.

According to Eric Rise, "The concept of entrepreneurship includes anyone who works within the definition of a startup: a human institution designed to create new products and services under conditions of extreme uncertainty"

Anyone who follows a hypothesis-driven approach to evaluating entrepreneurial opportunity are called "Lean Entrepreneur" and the new venture created is called "Lean Startups"

All about Entrepreneur

Entrepreneur is a person who innovate and build a new business around the innovation by organizing resources to fulfill the needs of the target market and in return receiving the resulting rewards of monetary and personal satisfaction and independence.

According to Stevenson, "An Entrepreneur is a person who embark upon the pursuit of opportunity beyond resources controlled.

According to Eric Rise, "An Entrepreneur is an individual that looks for business opportunities, innovates, Create value and creates ways to make those businesses become profitable.

"An Entrepreneur is an individual capable of harnessing the potential synergy between opportunity and innovation in the creation of value and competitive advantage for Socioeconomic impact.

Further, any person who can innovate and create social value by taking advantage of the opportunities beyond the resources controlled, is called an entrepreneur.

To Sum up, we can say that an entrepreneur may be termed as an innovator. As an innovator,

The entrepreneur introduces new products in the market;

Finds out new markets for existing products;

Introduces new production technology;

Launches new marketing strategy and so on.

Thus, an entrepreneur refers to a person-

- 1) Who visualizes a business opportunity,
- 2) Takes steps to promote a new enterprise,
- 3) Assembles resources (7M) to make the business venture successful and
- 4) Bears the risk and uncertainties involved.
- 5) Knowledge & Skills requirements for an Entrepreneur

1. Knowledge Requirement:

Basic knowledge and understanding of the Business world, Market, Industry & Economic system Conceptual and Technical knowledge about Business processes, operations, and Management aspects.

Entrepreneurial/Venture-Specific Knowledge: Do you know what you need to do to make this type of business successful? And do you understand the specifics of the business that you want to start? (This is where it's often useful to work for a short time in a similar business).

2. Skills Requirement:

- 1) Entrepreneurial Mindset and Competencies
- 2) Technical/Conceptual Skills
- 3) Human/Interpersonal Skills
- 4) Critical and creative thinking skills
- 5) Practical Business & Management Skills





# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.: .....

**School of General Education**  
**Session: 2021-22 (Summer Semester)**  
**B. Voc. Program, 3rd Semester,**  
**End-Sem. Examination**

Course Code: GEN1303

Time: 02 Hour

Course Name: Entrepreneurship Development

Max. Marks: 50

**Section – A**

**Answer following objective type questions, each question carries 01 mark.**

1. The Entrepreneurship Development initiatives aims at-
  - A) Boosting Innovation at the grass root level
  - B) Developing Soft skills and attitudes among Students
  - C) Building entrepreneurial thinking capacity and mindset of the Students
  - D) All of the above
2. The concept of Intrapreneurship refers to-
  - A) Embarking on a new innovative idea
  - B) Entrepreneurial Mindset
  - C) Practice of Entrepreneurship by any employed person
  - D) None of the above
3. The concept of Lean Startups refers to-
  - A) A Creative process of organizing and building a startup business
  - B) Build-measure-learn methodology toward building a startup
  - C) A systematic approach to learning from customer validation and feedback to build a Business
  - D) All of the above
4. Big Bazaar is form of Innovative Modern Retail format-
  - A) True
  - B) False
  - C) Not Sure
  - D) None of the above
5. The co-founder of Mahindra & Mahindra group of Industries is-
  - A) Anand Mahindra
  - B) Jagdish Prashad Mahindra
  - C) Jagdish Chandra Mahindra
  - D) None of the above
6. The different aspects of feasibility study are related to-
  - A) Technical and Commercial
  - B) Financial & Economic
  - C) Political & Managerial
  - D) All of the above
7. According to Eric Rise, concept of entrepreneurship include-
  - A) Anyone who works within the definition of Startup
  - B) A human institution designed to create new products and services
  - C) Creation under conditions of extreme uncertainty
  - D) All of the above
8. An entrepreneur as an innovator-
  - A) Do Ideation and opportunity recognition
  - B) Visualizes a business opportunity
  - C) Takes steps to promote a new enterprise
  - D) Introduces new products in the market
9. Which one of the following is an entrepreneurial traits-
  - A) Passion for positive change and clear vision
  - B) Taking calculated risk and well informed decisions
  - C) They are self-directed and self-motivated
  - D) All of the above



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

10. The Institutional support system to entrepreneurs is provided at-
- A) At Central and State Government level
  - B) At District level
  - C) At NGOs level
  - D) All of the above

### Section - B

**Answer following short answer type questions, each question carries 04 marks.**

- Q.1 Give a brief overview of starting, managing and growing a new Business.
- Q.2 Define Lean Startup approach.
- Q.3 Write about the different types of entrepreneurs.
- Q.4 How RIICO Help entrepreneurs and Businessman?

### Section - C

**Answer following essay type questions, each question carries 06 marks.**

- Q.1 "Banking & Financial institutions play important role in Entrepreneurship Development", Comment.
- Q.2. What are the various Myths about entrepreneurship & Entrepreneurs.
- Q.3. Define the concept of New Venture financing? What are the different sources of financing a new business?
- Q.4. Write a short description of the learning from the inspirational stories of any two successful entrepreneurs.



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

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## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

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### Section - B

**Answer following short answer type questions, each question carries 04 marks.**

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# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.: .....

School of General Education  
Session: 2021-22 (Summer Semester)  
B. Voc. Program, 3rd Semester, End-Sem. Examination

## ANSWER KEYS (SET-B)

Course Name: Entrepreneurship Development (GEN1303)

Max. Marks: 50

**Section – A** (Answer following objective type questions, each question carries 01 mark.)

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  - D) **All of the above**



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

**Section – B** (Answer following short answer type questions, each question carries 04 marks.)

Q.1 Give a brief overview of starting, managing and growing a new Business.

Answer: The different aspects of starting, managing and growing a new venture are related to the following dimensions of entrepreneurial creation, management and growth.

- (1) Identification and evaluation of the opportunity,
- (2) Development of the business plan,
- (3) Determination of the required resources, and
- (4) Management of the resulting enterprise.

1: Ideation, Recognition and evaluation of Business opportunity: opportunity identification is the process by which an entrepreneur comes up with the opportunity for a new venture. Different Aspects of this step relates to – Creativity and Business Idea generation, Recognition of entrepreneurial opportunity, Assessment of entrepreneurial opportunity (in terms of real and perceived value, risk and return.

2: Business Planning: A business plan is the written description of the future direction of the business. It helps entrepreneur in Putting Ideas together and Preparing B-Plan Draft.

3: Determine and Procurement of the Resources. Determine existing resources, Identify Resource Gaps and available Suppliers, Develop access to and procure and needed resources.

4: Manage the Enterprise. Developing Management Style, Understand key variables for success, Identify problems and Potential problems, Implement control systems and Developing growth strategy

Q.2 Define Lean Startup approach.

Answer: Lean startup approach is a methodology for developing businesses and products that aims to shorten product development cycles and rapidly discover if a proposed business model is viable; this is achieved by adopting a combination of business-hypothesis-driven experimentation, iterative product releases, and validated learning. Lean startup emphasizes customer feedback over intuition and flexibility over planning. This methodology enables recovery from failures more often than traditional ways of product development.

The lean startup methodology was first proposed in 2008 by Eric Ries, using his personal experiences adapting lean manufacturing principles to high-tech startup companies. The Lean Startup approach method teaches you how to drive a startup-how to steer, when to turn, and when to persevere-and grow a business with maximum acceleration.

Q.3. Write about the different types of entrepreneurs.

Answer: The different types of entrepreneurs based on the type of business activities, use of technology, area of operations, and gender are as under-

- (1) According to the types of business -Trading Entrepreneur; Industrial Entrepreneur; Agricultural Entrepreneur; Service Entrepreneur
- (2) According to the use of technology – Technical Entrepreneur; Non-technical Entrepreneur
- (3) According the Area – Urban Entrepreneur; Rural Entrepreneur
- (4) According to gender- Men Entrepreneur; Women Entrepreneur

Another Classification of the types of Entrepreneurs is as under-

- (1) Innovative Entrepreneurs
- (2) Imitative Entrepreneurs/ Adaptive Entrepreneurs
- (3) Fabian Entrepreneurs
- (4) Drone Entrepreneurs

Q.4. How RIICO Help entrepreneurs and Businessman?

Answer: Different Financial Assistance Schemes of RIICO Includes the following-

- (1) Project Loan
- (2) Credit Scheme for Builders/Commercial Complex/ Residential Complexes
- (3) Financing of Industrial Land (Download Form)
- (4) Scheme for Financing against Immovable Property
- (5) Multi Purpose Medium Term Loan for Good Borrowers
- (6) Working Capital Term Loan



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

- (7) Scheme for Financing Service Sector
- (8) Scheme for Corporate Loan
- (9) Equipment Finance Scheme (EFS)
- (10) Flexi Loan for Hotels, Hospitals & Nursing Homes
- (11) Hotel and Tourism Related Activities
- (12) Loan Scheme for Young/First Generation Entrepreneurs

### Section – C

Answer following essay type questions, each question carries 06 marks.

Q.1 “Banking & Financial institutions play important role in Entrepreneurship Development”, Comment.

Answer: National & State level Institutional Support to Entrepreneurs is provided to the Entrepreneurs in the form of Banking Institutions like Nationalised commercial Banks (Public & Private Sector), Small Finance Banks, Payment Banks and Co-operative Banks, RRBs etc. Support to Entrepreneurs is provided to the Entrepreneurs in the form of Financial Institutions like SIDBI, IDBI, ICICI, IFCI, IRCI, SFCs like RFC in Rajasthan etc.

Banking Institutions like Nationalised commercial Banks (Public & Private Sector), Small Finance Banks, Payment Banks and Co-operative Banks, RRBs etc.

- (1) Banks meet the need of financial assistance of a new startup company in the form of short term and long term loans.
- (2) Banks provide working capital assistance to help entrepreneurs meet their day to day needs of available fund
- (3) Banks advise entrepreneurs on sustainable lines of investment by analyzing the pro and cons of each investment.
- (4) In addition to the normal lending and other service, banks now also engage in business advisory, guaranty and other consultancy services which help entrepreneurs in the promotion and financing of entrepreneurship activities.

Financial Institutions like SIDBI, IDBI, ICICI, IFCI, IRCI, SFCs like RFC in Rajasthan etc.

- (1) SIDBI: stand for Small Industries Development Bank of India. This acts as the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector .
- (2) IDBI: Stand for Industrial Development Bank of India. This provide credit and other financial facilities for the development of the MSMEs
- (3) ICICI: Stand for Industrial Credit and Investment Corporation of India. Earlier this was a development financial institution but now as a Bank offering only project finance to a diversified financial services group.
- (4) IFCI: Industrial Finance Corporation of India, is a Non-Banking Finance Company and provides financial support for the diversified growth of Industries. This provide finance for projects such as airports, roads, telecom, power, real estate, manufacturing, services sector and such other allied industries.
- (5) IRCI: Industrial Reconstruction Corporation of India assist rehabilitation of sick industrial units or rehabilitation of units likely to face closure, but showing promise of viability.
- (6) SFCs: Stand for State Financial Corporations like Rajasthan Financial Corporation (RFC) in Rajasthan State and HFC in Haryana etc. SFCs help in ensuring balanced regional development, higher investment, more employment generation and broad ownership of various industries in the respective state.
- (7) RFC stands for Rajasthan Financial Corporation. RFC is the apex State Financial Corporation (SFC) in the state for providing long term financial support to tiny, small and medium scale industries in the State of Rajasthan. RFC has network of 21 Branch offices and one Facilitation Center in the State. You may discuss your project with our Branch Managers and submit your application to the concerned Branch in whose jurisdiction you propose to set up your industrial unit.



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Q.2. What are the various Myths about entrepreneurship & Entrepreneurs.

Answer: Myths About Entrepreneurship- There are certain ideas and notions about entrepreneurs that may discourage you from starting your own business. These myths aren't necessarily all true.

Myth #1: Entrepreneurs don't have a personal life

Myth #2: Entrepreneurs take lots of risks (in fact Entrepreneurs take calculated risks)

Myth #3: Entrepreneurs are only motivated by money

Myth #4: Entrepreneurs have great ideas

Myth #5: Anyone can be an Entrepreneur

Myth #6: Entrepreneurs have formal training and education

Myth #7: Entrepreneurs don't quit until they succeed

Myth #8: Entrepreneurship is genetic (You are not born an entrepreneur)

Myth #9: Entrepreneurs are their own boss.

Myth #10: Entrepreneurs are usually rich.

Myth #11: Entrepreneurship requires huge funding

Myth #12: Entrepreneurs always take huge risks

Myth #13: If my product or service is good, I'll be successful. Not necessarily.

Myth #14: Only those who start a business need entrepreneurship

Q.3. Define the concept of New Venture financing? What are the different sources of financing a new business?

Answer: New Venture Financing refers to the process of financing and funding a start-up or high-growth business. This further deals with the various options that a company has for financing at all stages of its life-cycle – from seed-stage to later-stage and will explore the options that companies have for exit (both M&A and IPO).

This can be defined as the financing for startup companies and small enterprises, that involves a considerable amount of risk but are supposed to have long-term growth potential, i.e. the project can earn a high rate of return. A budding company, which is not yet ready to raise funds from the financial market through public offering may seek venture capital. It implies a financial statement that aims at supporting new and expanding firms, during their primary stages.

Method of New Venture Financing

Equity Financing: A firm needs funds for a longer period to survive and grow, but as venture capital firm is a new company the firm is not able to give timely returns to its investors, for which equity financing proves beneficial. The investor's contribution is not more than 49% of the total stake, and so the ultimate power remains with the entrepreneur.

1) Conditional Loan: Conditional loans are the one that does not carry interest and are repayable to the lender in the form of royalty after the venture capital undertaking is able to make revenue. The royalty rate may vary from 2% to 15%, on the basis of factors such as gestation period, external risk and cash flow patterns.

2) Income Note: A form of hybrid financing, that combines the characteristics of the traditional loan and conditional loan, on which the venture capital firm pays both royalty and interest, but at low rates.

3) Participating Debentures: The interest on participating debentures is payable at three various rates, as per the phase of operation:

4) Start-up phase — Nil

• Initial operations phase — Low rate of interest

• After a particular level of operations – High rate of interest

5) Convertible loans: The loans which are convertible into equity when interest on the loan is not paid within the stipulated period.



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Q.4. Write a short description of the learning from the inspirational stories of any two successful entrepreneurs.

Answer: The OYO success story: Ritesh Agarwal world's youngest self made billionaire. OYO rooms has been one of the most successful start-ups in India being the country's largest budget hotel chain. In the OYO model, hotels are not owned, instead OYO ties up with certain hotels and acquires a few rooms to be given to people who want to avail the services of OYO. It focuses on standardizing the hotels in the non-branded hospitality sector. OYO rooms has been one of the most successful ventures as it has managed to solve the issue of affordability, cleanliness as well as availability of budget hotels across all Tier-I and Tier-II cities in the country. This success story is the brainchild of the man with the OYO vision who is known as Ritesh Agarwal, a successful entrepreneur is just 26 years old and has had several achievements to his credit. Born to a humble family in Cuttack, his journey of becoming one of the most successful entrepreneurs wasn't a walk in the park. In fact, in the era of start-ups, he had to face several difficulties in trying to make his unconventional idea work.

Karsanbhai Patel Success Story - Man Behind Nirma: Karsanbhai Patel is an Indian industrialist and a founder of the Nirma group with major interests in detergent powder, soaps and cosmetics, and Nirma University. He is sometimes referred to as K. K. Patel. Karsanbhai Patel was born in 1945 into a farmer family in Gujarat. Karsanbhai Patel started out mixing detergents, manufactured and packaged in the small room of his house and selling handmade detergent powder door-to-door on his bicycle while going to his workplace, which was 17km from his home.

He was selling his detergent at one third the price of leading detergents, Rs 3 per kg. The low price and high quality of the detergent made for a great value. His low-price brand sparked a detergent war with bigger rivals such as Procter & Gamble, Surf by Hindustan Lever, and other brands. Patel was able to target the lower-middle-income segment. It was an instant success. After three years, Karsanbhai established a shop at Ahmedabad. Patel branded his detergent powder and detergent soap, Nirma, after the name of his daughter. He lost his loving daughter Nirupama in a car accident. The Nirma brand quickly established itself in states like Maharashtra and Gujarat.

Within a decade, Nirma was the largest selling detergent powder and detergent cake in India. After establishing its low-price Nirma brand in detergents, Nirma launched the premium products including Nirma beauty soap, shampoo, Nirma toilet soaps, toothpaste, edible salt Shudh, Nirma bath, and premium detergent Super Nirma detergent.





# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education  
 Session: 2021-22 (Summer Semester)  
 B. Voc. Program, 3<sup>rd</sup> Semester,  
 End-Sem. Examination

SA-A

Course Code: GEN1304

Time: 2 Hours

Course Name: Personality Development

Max. Marks: 50

**Instructions:** The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section. Attempt *all* questions.

## Section-A

(10X1=10)

- Q1.** Choose the goal that is most specific in the given options:
- |                              |   |
|------------------------------|---|
| a) I will be good in cricket | c) I will get three wickets in the next match |
| b) I will get 3 wickets.     | d) I will be the best player                  |
- Q2.** Participating in quiz competition because you want to win awards is an example of \_\_\_\_\_.
- |                         |                         |
|-------------------------|-------------------------|
| a) Extrinsic motivation | c) Intrinsic motivation |
| b) Time management      | d) Out of box thinking  |
- Q3.** Match 'S' in the term SMART with the correct option.
- |             |             |
|-------------|-------------|
| a) Simple   | c) Silent   |
| b) Specific | d) Stubborn |
- Q4.** Goals that have an outcome but have time limit are known as \_\_\_\_\_
- |                    |                   |
|--------------------|-------------------|
| a) Fixed goals     | c) Flexible goals |
| b) Realistic goals | d) Smart goals    |
- Q5.** Cite the technique which is about using concepts as a base for new ideas:
- |                 |               |
|-----------------|---------------|
| a) Algebra      | c) Algorithms |
| b) Alternatives | d) Altitude   |
- Q5.** Match 'M' in the term SMART with the correct option.
- |               |               |
|---------------|---------------|
| a) Measurable | c) Manageable |
| b) Magical    | d) Meaningful |
- Q6.** \_\_\_\_\_ attitude creates pleasant environment.
- |             |            |
|-------------|------------|
| a) Positive | c) Neutral |
| b) Negative | d) Crucial |
- Q7.** Solving problems through an indirect and creative approach is called....
- |                      |                      |
|----------------------|----------------------|
| a) Motivation Theory | c) Lateral Thinking  |
| b) Stress Management | d) Negative Attitude |
- Q8.** Which of the following is an example of a short term realistic goal for a student?
- |   |                             |
|---|-----------------------------|
| a) Studying to pass in the exam         | c) Learning French in a day |
| b) Becoming the Prime Minister of India | d) None of the above        |
- Q9.** Goals that take a short time to achieve are known as
- |                   |                      |
|-------------------|----------------------|
| (a) Complex goals | (c) Short term goals |
| (b) Fixed goals   | (d) Long term goals  |
- Q10.** A good personality is the result of a \_\_\_\_\_
- |                   |                      |
|-------------------|----------------------|
| a) Bad lifestyle  | c) Negative attitude |
| b) Health problem | d) Positive attitude |



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

### Section B

(04X04=16)

- Q11. Write the advantages of setting goals.
- Q12. What are the key elements of email etiquette?
- Q13. What are we doing that no one else is? Refer personal SWOT analysis while answering.
- Q14. How time management grants you stress free life?

### Section C

(04X06=24)

- Q15. Make a detailed blue-print of your long term goals.
- Q16. Write a note on lateral thinking for problem solving in detail.
- Q 17. State the reasons which stop people from setting goals.
- Q18. Write a detailed note on the importance of SWOT analysis, and how it helps students achieve their goals?

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Registration No.....

**Bhartiya Skill Development University**  
**School of General Education**  
**Session: 2021-22 (Summer Semester)**  
**B. Voc. Program 3<sup>rd</sup> Semester,**  
**End Sem. Examination**

Course Code: GEN1304

Time: 2 Hours

Course Name: Personality Development

Max. Marks: 50

**Answer Key(A)**

**Instructions:** The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

**Section A:** Attempt *all* questions.

**Section B:** Attempt any **six** questions

**Section C:** Attempt all questions.

**Section-A**

**(10X1=10)**

**Q1.** Choose the goal that is most specific in the given options:

- a) I will be good in cricket
- b) I will get 3 wickets.
- c) **I will get three wickets in the next match**
- d) I will be the best player

**Q 2.** Participating in quiz competition because you want to win awards is an example of \_\_\_\_\_.

- a) **Extrinsic motivation**
- b) Time management
- c) Intrinsic motivation
- d) Out of box thinking

**Q 3.** Match 'S' in the term SMART with the correct option.

- a) Simple
- b) **Specific**
- c) Silent
- d) Stubborn

**Q 4.** Goals that have an outcome but have time limit are known as \_\_\_\_\_

- a) **Fixed goals**
- b) Realistic goals
- c) Flexible goals
- d) Smart goals

Q 5. Cite the technique which is about using concepts as a base for new ideas:

- a) Algebra
- b) Alternatives**
- c) Algorithms
- d) Altitude

Q 5. Match 'M' in the term SMART with the correct option.

- a) Measurable**
- b) Magical
- c) Manageable
- d) Meaningful

Q 6. \_\_\_\_\_ attitude creates pleasant environment.

- a) Positive**
- b) Negative
- c) Neutral
- d) Crucial

Q.7 Solving problems through an indirect and creative approach is called....

- a) Motivation Theory
- b) Stress Management
- c) Lateral Thinking**
- d) Negative Attitude

Q.8 Which of the following is an example of a short term realistic goal for a student?

- a) Studying to pass in the exam**
- b) Becoming the Prime Minister of India
- c) Learning French in a day
- d) None of the above

Q 9 Goals that take a short time to achieve are known as

- (a) Complex goals
- b) Fixed goals
- c) Short term goals**
- d) Long term goals

Q10. A good personality is the result of a \_\_\_\_\_

- a) Bad lifestyle
- b) Health problem
- c) Negative attitude
- d) Positive attitude**

**Section B**

**(04X04=16)**

**Q11.** Write the advantages of setting goals.

Ans. Goal setting is essential for a fulfilling life. Having clear goals makes it easier to determine where you are right now and gives you something to aim for. At the same time, it allows you to focus on what matters most and keeps you accountable. This can lead to better decision making, increased motivation and higher productivity. As you get closer to your goals, you'll get a sense of purpose and personal satisfaction

**Q12.** What are the key elements of email etiquette?

Ans:

- Include a clear, direct subject line. ...
- Use a professional email address. ...
- Think twice before hitting "Reply all." ...
- Include a signature block. ...
- Use professional salutations. ...
- Use exclamation points sparingly. ...
- Be cautious with humor.

**Q13.** What are we doing that no one else is? Refer personal SWOT analysis while answering.

Ans. Students would answer by analyzing their strengths.

**Q14.** How time management grants you stress free life?

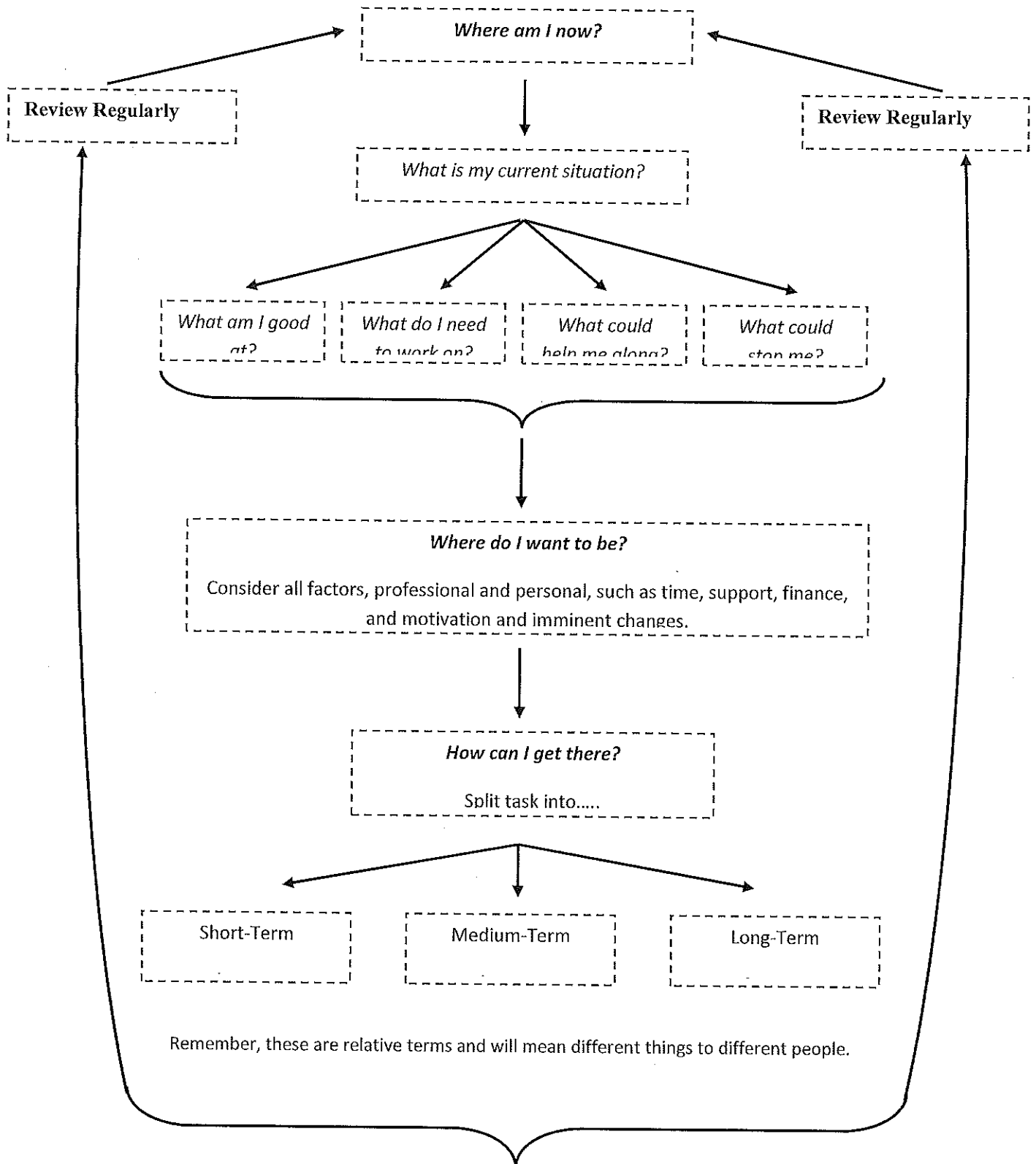
Ans. Making and following a task schedule reduces anxiety. As you check off items on your "to-do" list, you can see that you are making tangible progress. This helps you avoid feeling stressed out with worry about whether you're getting things done.

Section C

(04X06=24)

Q15. Make a detailed blue-print of your long term goals.

Ans 9.



**Q16.** Write a note on lateral thinking for problem solving in detail.

Ans. . There are six techniques to help you get creative ideas which are useful in problem solving:

1. Alternatives

This technique is about using concepts as a base for new ideas. Concepts are general theories or ways of doing things. Thinking of a number of ways to implement a concept is one way to generate ideas. Each idea can then generate new concepts. These new concepts can create a whole new way for generating more ideas.

2. Focus

This technique is about learning when and how to change your focus to improve creative thinking. You can train your mind to focus on areas other people have not thought of. You may be able to make a breakthrough just because other people have not thought of it.

3. Challenge

In this technique you break free from the boundaries of traditional thinking and the accepted way of doing things. It is based on the assumption that there may be a different and better way to do something even if there is no obvious problem with the current way.

4. Random Entry

This technique is about using unconnected input to open up new lines of thinking. With this, you can use a randomly chosen word, picture, sound or other stimulus to open new lines of thinking.

5. Provocation and Movement

This technique is about generating provoking thoughts and using them to build new ideas. It enables you to think outside the box to get a list of interesting ideas to consider.

6. Harvesting

This technique involves selecting specific ideas that seems practical and have the most value then reshaping them into practical solutions. It is about turning starter ideas into workable ideas. This technique is done at the end of a thinking session in order to select ideas that may prove to be valuable in the current situation or in the future. Harvesting helps you identify ideas that could be implemented right away as well as those that may need more work.

**Q 17.** State the reasons which stop people from setting goals.

Ans. 9 Things That Stop You From Achieving Your Goals

Perfectionism. So many people have deep desires within themselves and truly want to achieve certain things in life. ...

Failure. ...

Focusing on the end result. ...

Taking big steps. ...

Excuses. ...

Procrastination. ...

Expectations. ...

Distractions.

**Q18.** Write a detailed note on the importance of SWOT analysis and how it helps students to achieve their goals.

Ans. The SWOT's full form is Strengths, Weaknesses, Opportunities, and Threats. The key importance of SWOT analysis for a student is to help achieve a clear picture of where we stand. Besides, the analysis also helps students to identify areas of improvement and goal settings. Begin with the strengths and weaknesses and then process the results. Move on to the opportunities and threats and do the same. It's critical to remain optimistic when you're discussing the results of a SWOT analysis. Weaknesses and threats can cause a planning team to feel defeated.

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Registration No.: .....

# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education

Session: 2021-22 (Summer Semester)

B. Voc. Program, 3<sup>rd</sup> Semester,

End-Sem. Examination

*Set A*

Course Code: GEN1304

Time: 2 Hours

Course Name: Personality Development

Max. Marks: 50

Instructions: The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section. Attempt *all* questions.

## Section-A

(10X1=10)

- Q1. \_\_\_\_\_ is the set of forces that energize, direct, and sustain behaviour.
- (a) Motivation (c) Empowerment  
(b) Expectancy (d) Socialization
- Q2. Which of the following is NOT an internal motivational force?
- (a) goals (c) attitudes  
(b) needs (d) feedback
- Q3. Which of the following is NOT an internal motivational force?
- (a) goals (c) attitudes  
(b) needs (d) feedback
- Q4. Lateral thinking is a term coined by \_\_\_\_\_.
- (a) Edward De Bono (c) Sigmund Freud  
(b) Abraham Maslow (d) Mc Clelland
- Q5. How should the subject line be in an E-mail?
- (a) Long and descriptive (c) A greeting  
(b) Short and precise (d) Complex words with jargon
- Q6. We need Goals because:
- (a) Goals give us a sense of purpose; something to look forward to.  
(b) They motivate us.  
(c) Goals increase our power of concentration.  
(d) All the above
- Q7. A student who completes learning tasks in order to earn good grades on her/his paper is motivated by:
- (a) Intrinsic Factors, (c) Knowing needs  
(b) Extrinsic factors. (d) Mastery on goals
- Q8. Students with low self- confidence are afraid to speak in the class even if they know the correct answer:
- a) True b) False
- Q9. In the acronym SWOT, the letter W stands for :
- (a) Weather (c) Webinar  
(b) Weakness (d) Watch
- Q10. \_\_\_\_\_ is one of the techniques used in Lateral Thinking:
- (a) Alternatives (c) Action Plan  
(b) Attitude (d) Arithmetic

**Section B**

**(04X04=16)**

- Q11. Give a brief account of the benefits of setting goals
- Q12. Write short notes on Intrinsic and Extrinsic motivation
- Q13. What are the signs of stress on one's mind? Suggest three ways to reduce stress
- Q14. Explain any 5 strategies for effective time management.

**Section C**

**(04X06=24)**

- Q15. Make a detailed blue-print of your long term goals.
- Q16. Explain the techniques used in lateral thinking.
- Q 17. What are attributes of people with high Self-Confidence?
- Q18. Assume that you are the student coordinator for the upcoming Sports- Week at BSDU and draft an E- mail to the Head of the Sports Committee making a requisition of the required sport equipment for various competitions. Find the necessary details.

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Registration No.....

Bhartiya Skill Development University  
School of General Education  
Session: 2021-22 (Summer Semester)  
B. Voc. Program 3<sup>rd</sup> Semester,  
End Sem. Examination

Course Code: GEN1304  
Course Name: Personality Development

Time: 2 Hours  
Max. Marks: 50

Instructions: The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section. Attempt *all* questions.

Answer Key(B)

Section-A

(10X1=10)

1. \_\_\_\_\_ is the set of forces that energize, direct, and sustain behaviour.
  - a. Motivation
  - b. Expectancy
  - c. Empowerment
  - d. Socialization
2. Which of the following is NOT an internal motivational force?
  - a) goals
  - b) needs
  - c) attitudes
  - d) feedback
3. Lateral thinking is a term coined by \_\_\_\_\_.
  - a) Edward De Bono
  - b) Abraham Maslow
  - c) Sigmund Freud
  - d) Mc Clelland
4. How should the subject line be in an E-mail?
  - a) Long and descriptive
  - b) **Short and precise**
  - c) A greeting
  - d) Full of complex words
5. We need Goals because:
  - a) Goals give us a sense of purpose; something to look forward to.
  - b) They motivate us.
  - c) Goals increase our power of concentration.
  - d) **All the above**
6. A student who completes learning tasks in order to earn good grades on her/his paper is motivated by:
  - a) Intrinsic Factors
  - b) **Extrinsic factors**
  - c) Knowing needs

d) Mastery on goals

7. Students with low self- confidence are afraid to speak in the class even if they know the correct answer:

- a) True
- b) False

8. In the acronym SWOT the letter 'W' stands for

- a) Weather
- b) Weakness
- c) Webinar
- d) Watch

9. ----- is one of the techniques used in Lateral Thinking

- a) Alternatives
- b) Attitude
- c) Action Plan
- d) Arithmetic

10. What does the A mean in S.M.A.R.T goals?

- a) Achievable
- b) Accessible
- c) Action
- d) Achieving

### Section B

(04X04=16)

Q11. Give a brief account of the benefits of setting goals

- Goals give us a sense of purpose; something to look forward to.
- They motivate us.
- They keep us busy.
- Goals increase our power of concentration.
- They help us prioritize our desires, simplifying decision making.
- Goals help us to feel more in control of our life.
- Achieving them gives us a satisfaction, and the experience contributes to our personal growth.

Q12. Write short notes on Intrinsic and Extrinsic motivation.

Intrinsic motivation involves engaging in a behaviour because it is personally rewarding; essentially, performing an activity for its own sake rather than the desire for some external reward. Examples of actions that are the result of intrinsic motivation include: Participating in a sport because you find the activity enjoyable

- Solving a word puzzle because you find the challenge fun and exciting
- Playing a game because you find it exciting

In each of these instances, the person's behaviour is motivated by an internal desire to participate in an activity for its own sake.

Q13. What are the signs of stress on one's mind? Suggest three ways to reduce stress.

Anxiety. Worrying nature, middle thinking, inability to concentrate, indecisions, negativity etc

Ways to reduce stress are: Yoga, laughing therapy, conscious control, exercise, befriending positive people, counselling etc.

**Q14.** Explain any 5 strategies for effective time management.

Reminders, Alerts, Planning, Prioritizing, Controlling etc

**Section C**

**(04X06=24)**

**Q15.** Make a detailed blue-print of your long term goals.

Detailed course of action to move from the present situation to desired one to achieve goals(format shared in class )

**Q16.** Explain the techniques used in lateral thinking.

Elaborate on the following techniques:

Alternatives, Focus, Challenge, Random Entry, Provocation and Movement, Harvesting, Treatment of Ideas

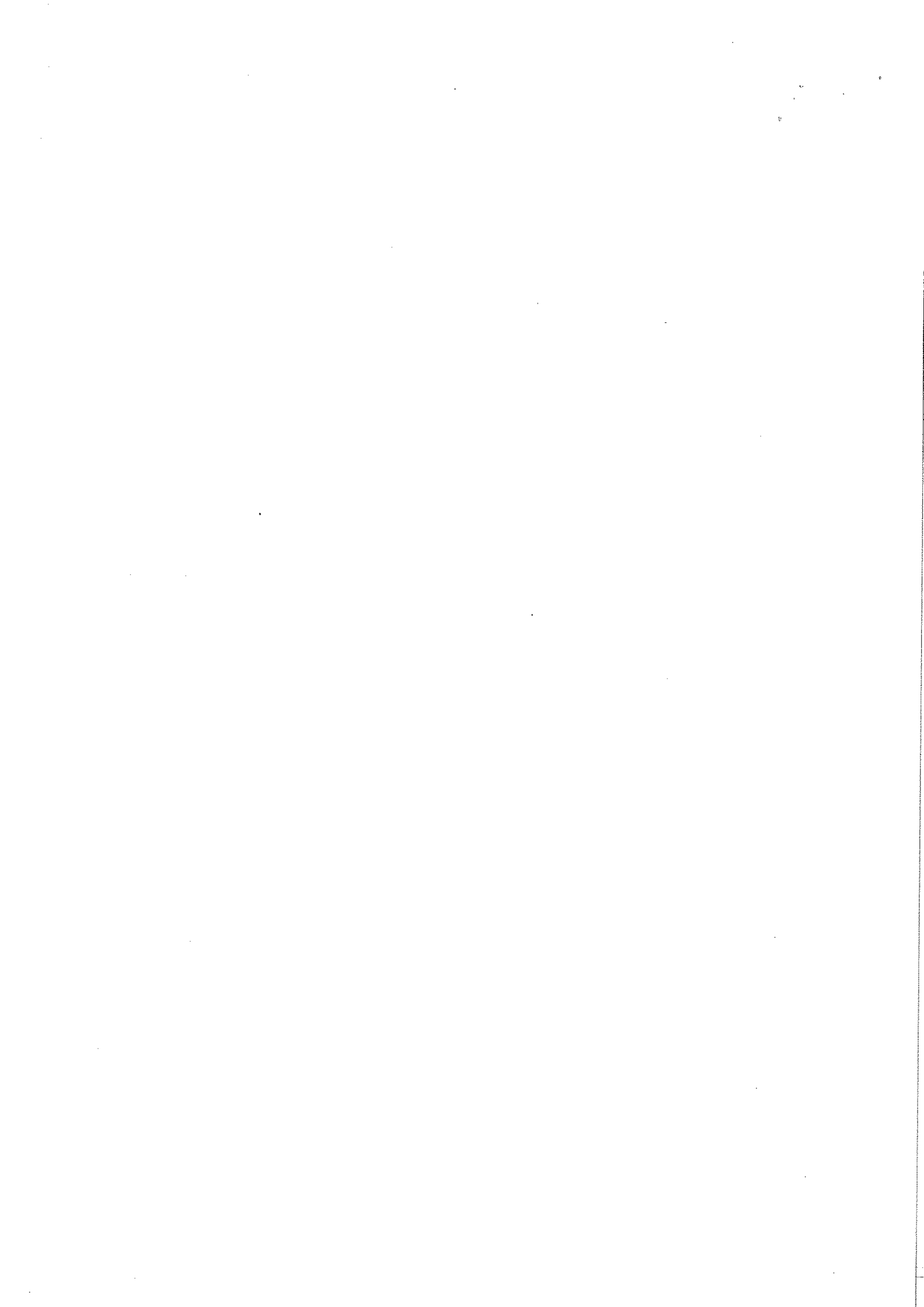
**Q 17.** What are attributes of people with high Self-Confidence?

1. A greater sense of self-worth.
2. Greater enjoyment in life and in activities
3. Freedom from self-doubt
4. Freedom from fear and anxiety, freedom from social anxiety, and less stress
5. More energy and motivation to act
6. Have a more enjoyable time interacting with other people at social gatherings. When you are relaxed and confident others will feel at ease around you.

**Q18.** Assume that you are the student coordinator for the upcoming Sports- Week at BSDU and draft an E- mail to the Head of the Sports Committee making a requisition of the required sport equipment for various competitions. Find the necessary details.

A template carrying the essential details in appropriate way and the body of the mail suitably drafted.

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**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

School of General Education

Session: 2021-22(Summer Semester)

B. Voc. Program, III Semester,

End Sem. Examination

Course Code: GEN1307

Time: 2 Hours

Course Name: Humanities &amp; Social Sciences

Max. Marks: 50

Instruction:

1. All questions are compulsory.
2. The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

**Section –A**

10X01 = 10 Marks

Q1. GDP stands for:

- |                            |                            |
|----------------------------|----------------------------|
| (a) Gross domestic product | (c) Gross district product |
| (b) Gross digit product    | (d) None of the above      |

Q2. Which of the following is NOT a feature of the joint family system?

- (a) Family size is very large
- (b) The head of the family commands high respect
- (c) Each unit of the family has its own head
- (d) All the members have common kitchen

Q3.. ..... is a type of marriage where a widow is expected to marry her late husband's brother.

- |              |                      |
|--------------|----------------------|
| (a) Levirate | (c) Sororate         |
| (b) Polygyny | (d) Sororal Polygyny |

Q4. Demand curve, as a function of:

- |                      |                       |
|----------------------|-----------------------|
| (a) Price & Quantity | (c) Both a and b      |
| (b) Supply &Quantity | (d) None of the above |

Q5. NNP at FC is equal to:

- |                     |                       |
|---------------------|-----------------------|
| (a) Production      | (c) National income   |
| (b) National growth | (d) None of the above |

Q6. The system under which woman can marry more than one husband is known as:

- |                 |                 |
|-----------------|-----------------|
| (a) Polyandrous | (c) Polygamous  |
| (b) Patronymic  | (d) Procreation |

Q7. National Income is equal to-

- |               |               |
|---------------|---------------|
| (a) GNP at FC | (c) GDP at FC |
| (b) NDP at MP | (d) NNP at FC |

Q8. Society consists of:

- |                 |                      |
|-----------------|----------------------|
| (a) Individuals | (c) Families         |
| (b) Groups      | (d) All of the above |

Q9. How many total seats are reserved for women in Panchayati Raj Bodies?

- |         |         |
|---------|---------|
| (a) 20% | (c) 30% |
| (b) 40% | (d) 33% |

Q10. The functions of legislature are:

- |                               |                            |
|-------------------------------|----------------------------|
| (a) Law-making                | (c) Run the administration |
| (b) Passing the annual budget | (d) All of the above       |

**Section – B**

04X04 = 16 Marks

- Q11. Define sociology and its relationship with other social sciences.
- Q12. What is national income?
- Q13. Discuss the problems related to marriage.
- Q14. What do you understand by inflation?

**Section – C**

04X06 = 24 Marks

- Q15. Explain elasticity of demand in detail.
- Q16. Define family and write the functions of family.
- Q17. Explain elasticity of supply in detail.
- Q18. Discuss the functions of religious institutions.

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**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

Course Code: GEN1307

Time: 2 Hours

Course Name: Humanities &amp; Social Sciences

Max. Marks: 50

**Instruction:**

1. All questions are compulsory.
2. The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

**Answer Key(A)****Section – A**

10X01 = 10 Marks

**Q1. GDP stands for:**

- (a) **Gross domestic product** (c) Gross district product  
(b) Gross digit product (d) None of the above

**Q2. Which of the following is NOT a feature of the joint family system?**

- (a) Family size is very large (c) **Each unit of the family has its own head**  
(b) The head of the family commands high respect (d) All the members have common kitchen

**Q3.. .. . is a type of marriage where a widow is expected to marry her late husband's brother.**

- (a) **Levirate** (c) Sororate  
(b) Polygyny (d) Sororal Polygyny

**Q4. Demand curve, as a function of:**

- (a) **Price & Quantity** (c) Both a and b  
(b) Supply & Quantity (d) None of the above

**Q5. NNP at FC is equal to:**

- (a) Production (c) **National income**  
(b) National growth (d) None of the above

**Q6. The system under which woman can marry more than one husband is known as:**

- (a) **Polyandrous** (c) Polygamous  
(b) Patronymic (d) Procreation

**Q7. National Income is equal to-**

- (a) GNP at FC (c) GDP at FC  
(b) NDP at MP (d) **NNP at FC**

**Q8. Society consists of:**

- (a) Individuals (c) Families  
(b) Groups (d) **All of the above**

**Q9. How many total seats are reserved for women in Panchayati Raj Bodies?**

- (a) 20% (c) 30%  
(b) 40% (d) **33%**

**Q10. The functions of legislature are:**

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

- (a) Law-making  
(b) Passing the annual budget  
(c) Run the administration  
(d) All of the above

**Section – B**

04X04 = 16 Marks

**Q11.** Define sociology and its relationship with other social sciences.

**Ans.** Sociology is a social science that studies human society and behavior. Sociologists are mainly interested in social interactions – how people relate to one another and how they influence each other's decisions. Sociologists focus on the group, rather than the individual. Sociologists examine social phenomena or observable facts or events involving human interaction to make predictions about future trends and behaviors. Social Sciences are the related disciplines (fields) that study various aspects of human social behavior. The other social sciences include: history, anthropology, psychology, economics and political science.

**Q12.** What is national income?

**Ans. National income** is the total value a country's final output of all new goods and services produced in one year. Understanding how **national income** is created is the starting point for macroeconomics.

**Q13.** Discuss the problems related to marriage.

**Ans. Problems related to Marriage:**

**Child Marriage:** In the early times children of very small ages were married. The causes for this were many but some have been religious conservatism, joint families, sati system, dowry system etc. The Hindu Marriage Act, 1955 had fixed the marriageable age for a girl at 18 years and that for a boy at 21 years. Now the situation has improved in urban areas and semi-industrial areas. But it is almost the same in rural areas. **Widow Remarriage:** It was prohibited by the Hindus as it was consideration against the departed soul of the husband. Widow remarriage is actually not harmful from any angle. It is ethically justified and healthy. It also gives fundamental rights to the young women who have been widowed, disowned by their husbands in the prime of their age. Most of the social reformers fought for widow remarriage. Notable among them were Ishwar Chandra Vidyasager whose effort saw the enactment of the Hindus-Widow Remarriage Act in 1856. This Act legalised the remarriage of Hindu widows. **Dowry:** The dictionary defines dowry as, "the money, goods or estates which a woman brings to her husband in marriage". Therefore, dowry refers to the property and amount of money one receives in marriage by the groom's family. The chief evil of this system lies in the compulsion that is employed to extract these things from the bride's family much against their capacity, willingness and desire. Ill-fated brides face a lot of atrocities at the hands of their greedy in-laws. Dowry is inhuman, illogical and anti-social. Therefore, it must be fought from all angles. The efforts of the conscientious people of the society, reformers and women's liberation groups have led to the forming of anti-dowry law. But even the law has not been able to contain the greed of the dowry demanding people.

**Q14.** What do you understand by inflation?

**Ans. Inflation** is an economic term that refers to an environment of generally rising prices of goods and services within a particular economy. As general prices rise, the purchasing power of consumers decreases.

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****Section – C**

04X06 = 24 Marks

**Q15.** Explain elasticity of demand in detail.

**Ans. Infinite or Perfect Elasticity of Demand:**

Elasticity of demand is infinity when even a negligible fall in the price of the commodity leads to an infinite extension in the demand for it.

**Perfectly Inelastic Demand:**

The other extreme limit is when demand is perfectly inelastic. It means that howsoever great the rise or fall in the price of the commodity in question, its demand remains absolutely unchanged

**Very Elastic Demand:**

Demand is said to be very elastic when even a small change in the price of a commodity leads to a considerable extension/contraction of the amount demanded of it. I

**Less Elastic Demand:**

When even a substantial change in price brings only a small extension/contraction in demand, it is said to be less elastic.

**Q16.** Define family and write the functions of family.

**Ans.** According to Burgess and Locke, “A group of persons united by ties of marriage, blood or adoption constituting a single household, interacting and inter-communicating with each other in their respective social rites of husband and wife, mother and father, son and daughter, brother and sister, creating a common culture.”

**Functions of Family:**

- **Nurture:** Every child is born into a family and every child is expected to be fed, clothed, educated and cared for. This responsibility lies in the hands of the family; hence the family ensures providing for the welfare needs of the children thereby ensuring the survival of the next generation of society.
- **Social placement:** As earlier mentioned, the family is the basic unit of identity for every individual. An individual acquires his identity and place in society through his family. The family assigns many statuses to its members such as; race, ethnic affiliation, nationality, religion, royalty etc.
- **Material and Emotional Security:** It is the function of the family to ensure that the material and psychological needs of its members are satisfied by providing necessary economic, social and psychological supports.
- **Affection and companionship:** The family is expected to provide affection and companionship for its members. Children are given warm affection within the family to develop a positive self-image, and adults in the family need intimate companionship to cope with life. This breeds a sense of belonging.
- **Protection:** The family in almost all societies of the world offers some degree of physical, social, economic and psychological protection to its members. Nevertheless, the government through its apparatus like the police, social welfare department now shares this function with the family.
- **Socialization:** Every society has its norms, values, customs and approved behavioural codes of conduct which is passed on from generation to generation. The family performs the function of socialization, teaching the young ones the values and norms of the society. Indeed, the earliest and continuous form of education and socialization

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takes place within the family.

**Q17.** Explain elasticity of supply in detail.

**Ans.** The elasticity of supply establishes a quantitative relationship between the supply of a commodity and its price. Hence, we can express the numeral change in supply with the change in the price of a commodity using the concept of elasticity. Note that elasticity can also be calculated with respect to the other determinants of supply.

However, the major factor controlling the supply of a commodity is its price. Therefore, we generally talk about the price elasticity of supply. The price elasticity of supply is the ratio of the percentage change in the price to the percentage change in quantity supplied of a commodity.

### **Relatively Less-Elastic Supply**

When the change in supply is relatively less when compared to the change in price, we say that the commodity has a relatively-less elastic supply. In such a case, the price elasticity of supply assumes a value less than 1.

### **Relatively Greater-Elastic Supply**

When the change in supply is relatively more when compared to the change in price, we say that the commodity has a relatively greater-elastic supply. In such a case, the price elasticity of supply assumes a value greater than 1.

### **Unitary Elastic**

For a commodity with a unitelasticity of supply, the change in quantity supplied of a commodity is exactly equal to the change in its price. In other words, the change in both price and supply of the commodity are proportionately equal to each other. To point out, the elasticity of supply in such a case is equal to one. Further, a unitary elastic supply curve passes through the origin.

**Q18.** Discuss the functions of religious institutions.

**Ans. Functions of Religious Institution** • Religion Creates Social Solidarity: Religion is considered as a 'Societal Glue', as it creates harmony of attitude, ideas and habits among its followers. They come closer to one another and are cemented together.

- Religious rituals like weddings, births, burials and celebration of special religious events promote group solidarity and cohesion as all members know how to behave towards one another.

**Socialization:** • As a process of initiation into the larger society, religion is an actual agent of socialization. In this case, parental faith, or religion becomes the faith of children. E.g.: Religion teaches its followers to accept even negative life experiences, and their fate as something that is divinely predestined.

**Social Control:** Besides acting as an integrating force, religion also provides guidance and becomes a means of social control.

- It provides rules and standards of behaviour.
- It also provides fear of divine punishment for those who do not abide by the rules, hence creating physical and social cleanliness.

**Judgment of Right and Wrong:** It helps to determine what is considered acceptable behaviour and what is not. e.g Islam divides actions into two categories; the right acts lead to Heaven and the wrong acts to Hell.



Registration No.: .....

## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

(B)

School of General Education  
Session: 2020-21 (Summer Semester)  
B. Voc. Program, III Semester,  
End Sem. Examination

Course Code: GEN1307

Time: 2 Hours

Course Name: Humanities & Social Sciences

Max. Marks: 50

**Instruction:**

1. All questions are compulsory.
2. The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

**Section – A**

10X01 = 10 Marks

**Q1.** The relation that the law of supply defines is:

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| (a) Income and price of a commodity   | (c) Income and quantity demanded |
| (b) Price and quantity of a commodity | (d) None of the above            |

**Q2.**  $e=1$  indicates:

- |                     |                       |
|---------------------|-----------------------|
| (a) Unitary elastic | (c) Both (a) and (b)  |
| (b) Inelastic       | (d) None of the above |

**Q3.** Decrease in the prices of goods and services is known as:

- |                 |                       |
|-----------------|-----------------------|
| (a) Stagflation | (c) Deflation         |
| (b) Inflation   | (d) None of the above |

**Q4.** NDP stands for \_\_\_\_\_

- |                          |                          |
|--------------------------|--------------------------|
| (a) Net domestic product | (c) Net district product |
| (b) Net digit product    | (d) None of the above    |

**Q5.** Which are the elements of the State?

- |                |                      |
|----------------|----------------------|
| (a) Population | (c) Territory        |
| (b) Government | (d) All of the above |

**Q6.** Who conducts the elections?

- |                                  |                |
|----------------------------------|----------------|
| (a) Election Commission of India | (c) Parliament |
| (b) Judiciary                    | (d) President  |

**Q7.** In which year the Sepoy Mutiny took place?

- |          |          |
|----------|----------|
| (a) 1857 | (c) 1867 |
| (b) 1877 | (d) 1887 |

**Q8.** The system under which woman can marry more than one husband is known as:

- |                 |                 |
|-----------------|-----------------|
| (a) Polyandrous | (c) Polygamous  |
| (b) Patronymic  | (d) Procreation |

**Q9.** What is the meaning of the term *Logos* in sociology?

- |                   |               |
|-------------------|---------------|
| (a) Science/Study | (c) Society   |
| (b) Social        | (d) Companion |

**Q10.** Society consists of:

- |                 |                      |
|-----------------|----------------------|
| (a) Individuals | (c) Families         |
| (b) Groups      | (d) All of the above |

**Section – B**

04X04 = 16 Marks

- Q11. What is law of demand?
- Q12. Write the differences between sociology and psychology.
- Q13. Define National Income?
- Q14. Write a short note on Education as a Social Institution.

**Section – C**

04X06 = 24 Marks

- Q15. Explain all types of price elasticity of demand.
- Q16. Explain the different types of marriages.
- Q17. Explain all the methods of measuring national income.
- Q18. Explain the basis and importance of kinship.

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# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of General Education  
Session: 2020-21(Summer Semester)  
B. Voc. Program, V Semester,  
End Sem. Examination

Course Code: GEN1307

Time: 2 Hours

Course Name: Humanities & Social Sciences

Max. Marks: 50

## Answer Key(B)

Q1. The relation that the law of supply defines is:

- (a) Income and price of a commodity (c) Income and quantity demanded  
(b) **Price and quantity of a commodity** (d) None of the above

Q2.  $e=1$  indicates:

- (a) **Unitary elastic** (c) Both (a) and (b)  
(b) Inelastic (d) None of the above

Q3. Decrease in the prices of goods and services is known as:

- (a) Stagflation (c) **Deflation**  
(b) Inflation (d) None of the above

Q4. NDP stands for\_\_\_\_\_

- (a) **Net domestic product** (c) Net district product  
(b) Net digit product (d) None of the above

Q5. Which are the elements of the State?

- (a) Population (c) Territory  
(b) Government (d) **All of the above**

Q6. Who conducts the elections?

- (a) **Election Commission of India** (c) Parliament  
(b) Judiciary (d) President

Q7. In which year the Sepoy Mutiny took place?

- (a) **1857** (c) 1867  
(b) 1877 (d) 1887

Q8. The system under which woman can marry more than one husband is known as:

- (a) **Polyandrous** (c) Polygamous  
(b) Patronymic (d) Procreation

Q9. What is the meaning of the term *Logos* in sociology?

- (a) **Science/Study** (c) Society  
(b) Social (d) Companion

Q10. Society consists of:



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- (a) Individuals  
(b) Groups  
(c) Families  
(d) All of the above

### Section – B

04X04 = 16 Marks

**Q11.** What is law of demand?

**Ans.** The law of demand states that other factors being constant (*ceteris paribus*), price and quantity demand of any good and service are inversely related to each other. When the price of a product increases, the demand for the same product will fall.

"The greater the amount to be sold, the smaller must be the price at which it is offered in order that it may find purchasers, or in other words, the amount demanded increases with a fall in price and diminishes with a rise in price" (Alfred Marshall).

**Q12.** Write the differences between sociology and psychology.

**Ans. Difference between Sociology & Psychology**

Psychology is the study of individual behavior and mental processes- what occurs in the mind. Psychology studies behavior of individual in society. Its focus of interest is individual and not the society as such. Psychology is concerned with the behavior of individuals. Psychology studies the individual's behavior from the view point of psychological factors involved.

Sociology studies society and social groups. Sociology analysis social processes. Sociology studies society from sociological point of view.

**Q13.** Define National Income?

**Ans. National income** is the total value a country's final output of all new goods and services produced in one year. Understanding how **national income** is created is the starting point for macroeconomics.

**Q14.** Write a short note on Education as a Social Institution.

**Ans.** Education is a life-long process, involving both formal and informal institutions of learning. We also know, for many of us, school is a step towards higher education and finally employment. For some of us it may mean acquiring some necessary social skills. What is common in all cases is that there is a felt need for education. Sociology understands this need as a process of transmission/communication of group heritage that is common to all societies. There is a qualitative distinction between simple societies and complex, modern societies. In the case of the former there was no need for formal schooling.

### Section – C



**Q15.** Explain all types of price elasticity of demand.

**Ans.** 1. Perfectly Elastic Demand:

When a small change in price of a product causes a major change in its demand, it is said to be perfectly elastic demand. In perfectly elastic demand, a small rise in price results in fall in demand to zero, while a small fall in price causes increase in demand to infinity. In such a case, the demand is perfectly elastic or  $e_p = \infty$ .

2. Perfectly Inelastic Demand:

A perfectly inelastic demand is one when there is no change produced in the demand of a product with change in its price. The numerical value for perfectly inelastic demand is zero ( $e_p=0$ ).

3. Relatively Elastic Demand:

Relatively elastic demand refers to the demand when the proportionate change produced in demand is greater than the proportionate change in price of a product. The numerical value of relatively elastic demand ranges between one to infinity.

4. Relatively Inelastic Demand:

Relatively inelastic demand is one when the percentage change produced in demand is less than the percentage change in the price of a product. For example, if the price of a product increases by 30% and the demand for the product decreases only by 10%, then the demand would be called relatively inelastic. The numerical value of relatively elastic demand ranges between zero to one ( $e_p < 1$ ). Marshall has termed relatively inelastic demand as elasticity being less than unity.

**Q16.** Explain the different types of marriages.

**Ans.** Types of marriages:

1. **Monogamy:** This is a form of marriage between one man and a woman. This implies that a man can have only one wife at a time. Should any reason arise for the man to marry another wife, the first marriage must be dissolved through divorce or death of a spouse. In many societies, individuals are permitted to marry again, often on the death of the first spouse or after divorce. But they cannot have more than one spouse at one and the same time. Such monogamous marriages are termed **serial monogamy**.
2. **Polygamy:** Polygamy is a form of marriage in which a person has more than one mate. It is a plural marriage which involves one man having many wives or one woman having many husbands. Polygamy has two sub-divisions:
  - i. **Polygyny-** which means one man with two or more wives
  - ii. **Polyandry-** which involves a woman having more than one husband. This practice was dominant in parts of India



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3. **Levirate Marriage:** This is a type of marriage where a widow is expected to marry her late husband's brother. The brother is then expected to extend all support to her as if she was his in the first place.
4. **Sororate and Sororal Polygyny:** Sororate marriage is culturally opposite to levirate marriage. According to Gluckman (1975), in sororate, the sister of the dead wife is culturally required to marry the late wife's husband, (serial monogamy). While in sororate polygyny, one husband is free to choose many sisters in marriage, as in the case in the Bible when Jacob married Leah and Racheal. This marriage system is also found among the Zulus of Southern Africa. This they do because they assume that the jealousy which generally engulfs plural wife marriage is neutralized by sisters who share same parents and presumably common aspirations.
5. **Widow Inheritance:** In widow inheritance, the brother, son or close relative of the deceased husband inherits the wife for the same reasons as highlighted in levirate marriage. In this case however, the widow is often requested to name the next-of-kin among the late husband's kinsmen whom she would want to live with as her husband. Nevertheless, children gotten from such a union belong to the new husband and not the dead husband.

**Q17.** Explain all the methods of measuring national income.

**Ans.** The national income of a country can be measured by three alternative methods: (i) Product Method (ii) Income Method, and (iii) Expenditure Method.

1. Product Method:

In this method, national income is measured as a flow of goods and services. We calculate money value of all final goods and services produced in an economy during a year. Final goods here refer to those goods which are directly consumed and not used in further production process.

2. Income Method:

Under this method, national income is measured as a flow of factor incomes. There are generally four factors of production labour, capital, land and entrepreneurship. Labour gets wages and salaries, capital gets interest, land gets rent and entrepreneurship gets profit as their remuneration.

Besides, there are some self-employed persons who employ their own labour and capital such as doctors, advocates, CAs, etc. Their income is called mixed income. The sum-total of all these factor incomes is called NDP at factor costs.

3. Expenditure Method:

In this method, national income is measured as a flow of expenditure. GDP is sum-total of private consumption expenditure. Government consumption expenditure, gross capital formation (Government and private) and net exports (Export-Import).

**Q18.** Explain the basis and importance of kinship.

**Ans. Basis of Kinship**

According to Harry M. Johnson, kinship has six important bases:



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- Gender: The terms “brother” and “sister” indicate not only the biological relations but also indicate the gender of the blood relation.
- Generation: The terms “father” and “son” indicate two generations on one hand and close blood relation on the other.
- Closeness: The relationship with the son-in-law and father’s sister’s husband is based only on closeness and not on any blood relationship. These relationships are almost as close as the blood relationship, if not closer.
- Blood relation: The kinship based on blood relations is divided into lineage such as grandfather, father, son, grandson etc.
- Division: All kinship relations are generally divided into two branches:
  - Father’s father-paternal grandfather
  - Mother’s father-maternal grandfatherThere are others like brother’s daughter and sister’s daughter, son’s son and daughter’s son.
- Binding thread: The binding thread of certain relations is close e.g. the relationship of a father-in-law is based on the binding thread either of the husband or that of the wife.

### **Importance of Kinship Relations:**

Kinship relations have an important place in the social structure.

- The system of production and consumption, political power and authority are determined in tribal and rural societies through kinship relations.
- On the occasions of marriage and family functions the importance of kinship relations is very great.
- Through kinship it is decided who can marry with whom and where and which marital relationships are taboo/forbidden.
- Kinship determines the family life, relationships like gotra, kula, clan, etc.
- On the basis of kinship, the rights and obligations of the members in all the sacraments and religious practices are determined.
- Kinship repeats the harmony of relationships.



Registration No.: .....

# BHARTIYA SKILL DEVELOPMENT UNIVERSITY