In the present investigation psycho-demographic variables has been taken into consideration as independent variables and entrepreneurial behavior as a dependent variable, which implies success of an entrepreneur caused by his or her efforts and talents. The thesis comprises of six chapters. Chapter-I emphasises on the introduction of all four variables. Entrepreneurs are the specialized group of people who bear risk and deal with uncertainty. Entrepreneur is the one who likes to take reasonable risks, wants to know how they can turn out as quickly as possible and has high degree of need for achievement. Heselitz (1956) defined entrepreneur as a person bringing labour and material at a certain price and selling the result and product at contracted price. J.S. Mill advocated the word entrepreneur in the sense of an organizer who was paid for his 'non-manual type of work.' Walras defined entrepreneur as an organizer who combines all factors of production for the fulfilling of productive process. According to Haggen (1962) entrepreneur is an 'economic man', who tries to maximize his profits by innovations. According to Knight (1948) entrepreneurs are the specialized group of people who bear risk and deal with uncertainty. According to McClelland (1961), entrepreneur is the one "who likes to take reasonable risks, wants to know how they can turn out as quickly as possible and has high degree of need for achievement."

Chapter II has been devoted to review of literature. This chapter is set to deal with relevant studies and researches which sets light on the variables which are being used in the present research work. Some researchers found in their study that the entrepreneurs belong to all Sectors, service, trading and manufacturing.
Some researcher reviewed historically the development of Parsi entrepreneurs during 1750-1850; the Parsis success was attributed to their greater ability to adjust themselves to European power and their relative non-involvement in the earlier civil and military administration. Some researchers found that business experience was a factor in the success of small firms. Another study conducted indicated that strategic planning cause's long term success to various business organizations. Other factors for success include quality, customer focus, innovative marketing practices, flexibility and employee empowerment. Some studies identified that several tools for smaller level business success such as good management techniques, appropriate operating strategic leadership and time management. Regardless, other tools were found to be good financial management, pricing strategies and motivational strategies for employees etc.

Chapter III incorporated the method and procedure opted for investigation. The study was conducted on 180 entrepreneurs. Of these 60 were successful, 60 were moderately successful, and 60 were unsuccessful entrepreneurs. For measuring achievement motivation the researcher had used motivation scale developed by Steers and Braunstein, 1976. In this scale the respondents were being instructed to give their responses on a five point rating scale i.e. from strongly disagree to strongly agree. The test-retest reliability of the scale is .59 and split half reliability is 0.67. The self-confidence of the entrepreneurs is measured through self-confidence scale developed by Anita Malik (1996). The test-retest reliability of this scale was found to be 0.56 and the split-half reliability was found be 0.48 etc. The risk taking behaviour of entrepreneurs is measured through a verbal measure of
risk taking developed by N. P Chaubey. The locus of control of the entrepreneurs is measured through Rotter’s locus of control scale. In the present study the researcher used Chi Square test and t-test to fulfil research objectives.

Chapter IV is devoted to result and discussion. The results conclude that significant difference was found between unsuccessful and highly successful entrepreneurs on Risk taking behaviour. Significant difference was found between unsuccessful and highly successful entrepreneurs on Achievement. Significant difference was found between Unsuccessful and highly successful entrepreneurs on Power. Significant difference was found between unsuccessful and highly successful entrepreneurs on Risk taking Affiliation. Significant difference was found between unsuccessful and moderately successful entrepreneurs on Risk taking behavior. Significant difference was found between unsuccessful and moderately successful entrepreneurs on Achievement. Significant difference was found between unsuccessful and moderately successful entrepreneurs on Power. Significant difference was found between unsuccessful and moderately successful entrepreneurs on Risk taking Affiliation. Significant difference was found between moderately successful and highly successful entrepreneurs on Risk taking behavior. Significant difference was found between moderately successful and highly successful entrepreneurs on Risk taking Achievement. No significant difference was found between moderately successful and highly successful entrepreneurs on Power. No significant difference was found between moderately successful and highly successful entrepreneurs on Risk taking Affiliation. Significant difference was found between moderately successful and highly successful entrepreneurs on...
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