



B.Com. (Semester – V) Examination, October/November 2017
ENTREPRENEURSHIP DEVELOPMENT – I (New Course)

Max. Marks : 80

Duration : 2 Hours

- Instructions :**
- 1) **All questions are compulsory**, however internal choice is available.
 - 2) Answer sub-questions in Questions No. 1 and Question No. 2 in **not** more than **100 words each**.
 - 3) Answer Question No. 3 to Question No. 6, **each** in **not** more than **400 words**.
 - 4) Figures to the **right** indicate maximum marks allotted to the questions/sub-questions.
 - 5) Paper carries maximum of **80 marks**.

1. Answer **any four** of the following :

- a) Any four traits of an entrepreneur.
- b) Meaning of Sociopreneur.
- c) Need for market research.
- d) Features of Imitative Entrepreneurs.
- e) Benefits of SWOT analysis.
- f) Any four functions of an entrepreneur.

16

2. Answer **any four** of the following :

- a) Importance of a Project report.
- b) Cost-benefit analysis method of Project Appraisal.
- c) Change in democracy as a factor of Purposeful Innovation.
- d) Sources of project idea.
- e) Role of any one incubation centre in Goa.
- f) Role of Self-help groups.

16

SS - 04



3. a) "An entrepreneur requires typical skills to be successful in business".
Explain. 12
- OR
- b) Explain the role of entrepreneurship in economic development. 12
4. a) Explain in brief any three theories of entrepreneurship. 12
- OR
- b) Explain in brief the factors analysed during environment scanning. 12
5. a) Explain any four techniques of market research. 12
- OR
- b) Explain in brief the elements of project formulation. 12
6. a) Explain in brief the factors to be considered while selecting a project. 12
- OR
- b) State and explain the principles of innovation as suggested by Peter Drucker. 12