

SUY – 04

B.Com. (Semester – V) Examination, October/November 2018
ENTREPRENEURSHIP DEVELOPMENT – I

Duration : 2 Hours

Total Marks : 80

- 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 Questions No. 3 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. 16

- i) Concept of Entrepreneur
- ii) Benefits of Environment Scanning.
- iii) Features of Women Entrepreneurs.
- iv) Benefits of SWOT Analysis.
- v) Intrapreneur v/s Entrepreneur
- vi) Qualities of an Entrepreneur (any four).

2. Answer **any four** of the following. 16

- i) Importance of a Project Report
- ii) Test Marketing.
- iii) Sources of Business Ideas
- iv) Role of Incubation Centres
- v) Break Even Analysis
- vi) Role of Self Help Group

3. a) Explain any six skills which an entrepreneur should have. 12

OR

b) Explain any six functions of an entrepreneur. 12

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4. a) Explain any six types of entrepreneurs. 12
OR
b) Explain the role of entrepreneurs in the economic development of the country. 12
5. a) What is a Project Report ? Explain the contents of a Project Report. 12
OR
b) Explain the Elements of Project Formulation. 12
6. a) Explain the seven sources of innovative opportunity. 12
OR
b) Explain the Principles of Purposeful Innovation as advocated by Peter Drucker. 12