



B.Com. (Semester – V) Examination, October 2014
ENTREPRENEURSHIP MANAGEMENT – I

Duration : 2 Hours

Max. Marks : 80

Instructions : a) **All questions are compulsory, however internal choice is available.**

b) **Answer sub-questions in Question 1 and Question 2 in not more than 100 words each.**

c) **Answer Question 3 to Question 6 each in not more than 400 words each.**

d) **Figures to the right indicate maximum marks to the question/sub question.**

e) **Paper carries maximum of 80 marks.**

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

16

- 1) Explain any four qualities of an entrepreneur.
- 2) Psychological theory of entrepreneurship.
- 3) Intrapreneur v/s entrepreneur.
- 4) Integrated theory of entrepreneurship.
- 5) Socio-cultural factors influencing entrepreneurship.
- 6) Techniques of market survey.

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

16

- 1) Explain any four factor of purposeful innovation.
- 2) Incubation centres.
- 3) Sources of business ideas.
- 4) Importance of a project report.
- 5) Technical analysis.
- 6) Financial analysis.

3. a) Define entrepreneurship and explain the various skills required for success in entrepreneurship.

12

OR

b) Explain the various functions of an entrepreneur.

12

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4. a) Explain the contribution of an entrepreneur in economic development. **12**
OR
b) State and explain any six types of entrepreneurs. **12**
5. a) State and explain the various steps involved in the identification of a business opportunity. **12**
OR
b) Explain the usefulness of SWOT as a technique for identifying and analyzing a business opportunity by an entrepreneur. **12**
6. a) What is a project report ? Explain general contents of a project report. **12**
OR
b) State and explain the principles of purposeful innovation suggested by Peter Drucker. **12**