



B.Com. (Semester – V) Examination, Oct./Nov. 2016
ENTREPRENEURSHIP DEVELOPMENT – I
(New Course)

Duration : 2 Hours

Max. Marks : 80

- Instructions :** 1) **All questions are compulsory, however internal choice is available.**
2) **Answer sub-questions in question 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 : 16
- Concept of entrepreneurship.
 - Economic theory of entrepreneurship.
 - Test marketing.
 - Four differences between Intrapreneur and Entrepreneur.
 - Benefits of Environment Scanning.
 - Delphi technique.
2. Answer **any four** of the following : 16
- Uses of Project report.
 - Meaning of Project Appraisal.
 - Incongruity as a factor of Purposeful Innovation.
 - Sources of project idea.
 - Role of incubation centres.
 - Role of self help groups.

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3. a) "An entrepreneur has certain unique traits". Explain. 12
OR
b) Explain in brief any six skills of entrepreneurs. 12
4. a) Explain in brief any six types of entrepreneurs. 12
OR
b) Explain the steps involved in Identification of Business Opportunities. 12
5. a) Explain SWOT analysis and its benefits to entrepreneurs. 12
OR
b) Explain in brief the elements of project formulation. 12
6. a) Explain in brief the contents of a Project Report. 12
OR
b) State and explain the principles of innovation as suggested by Peter Drucker. 12