

[Total No. of Questions : 6]

T.Y. B.Com. (Semester - V) Examination, Oct./Nov. - 2011
ENTREPRENEURSHIP MANAGEMENT - I

Duration : 2 Hours

Total 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 indicates maximum marks allotted to the question/sub-question.
 - 5) Paper carries maximum of 80 marks.

Q1) Attempt any four of the following : [16]

- a) Explain Procuring and Mobilising resources as a function of an entrepreneur.
- b) Intrapreneurs.
- c) Economic theory on Entrepreneurship.
- d) Delphi Technique.
- e) Importance of SWOT analysis of a Project Idea.
- f) Explain any Four Qualities of an Entrepreneur.

Q2) Attempt any four of the following : [16]

- a) Preliminary evaluation of a Project Idea.
- b) Significance of a project report.
- c) Social cost benefit analysis.
- d) Need for Innovation in entrepreneurship.
- e) Role of Entrepreneurial Incubation centres.
- f) Techno-Economic analysis.

Q3) a) Define Entrepreneurship and explain the skills required in Entrepreneurship. [12]

OR

- b) Explain the following theories on entrepreneurship. [12]
- i) Psychological theory.
 - ii) Integrated theory.

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Q4) a) Explain the various types of Entrepreneurs. [12]

OR

b) Explain briefly the Role of Entrepreneur in Economic Development. [12]

Q5) a) What is Market Survey? Explain the various techniques of Market Survey. [12]

OR

b) Explain briefly the various elements of Project Formulation. [12]

Q6) a) What is a Project Report? Explain the general contents of a Project Report. [12]

OR

b) What is purposeful innovation? Explain the principles of purposeful innovation suggested by Peter Drucker. [12]

[10]

[12]

[12]

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