

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.C.A. (SEMESTER-II) EXAMINATION, JULY 2021**

ENTREPRENEURSHIP DEVELOPMENT

Duration: 2 Hours

Max. Marks: 30

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1) Answer the following questions (Any Five) (5×2=10)

1. Entrepreneurship
2. SWOT Analysis
3. Market Research
4. Objectives of Project Report
5. Market Segmentation
6. Innovation
7. Role of Incubation centres
8. Intrapreneur

Q.2) Answer the following questions (Any Four) (4× 5=20)

1. Explain any two theories of Entrepreneurship.
2. Enumerate on the factors to be considered for environmental scanning.
3. Explain any two techniques of marketing research.
4. State and explain in detail the contents of a project report.
5. Write a short note on venture Capital
6. Write the principles of purposeful innovation as given by Peter Drucker.

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