



SDV – 18

M.Com. (Semester – II) Examination, April/May 2013
CO 205 : ENTREPRENEURIAL MANAGEMENT

Duration : 2 Hours

Total Marks : 50

1. Write short note on the following :

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|----------------------------|---|
| a) Entrepreneur. | 2 |
| b) Entrepreneurship. | 2 |
| c) Enterprise. | 2 |
| d) Entrepreneurial traits. | 2 |
| e) Intrapreneur. | 2 |

2. a) Discuss briefly various steps involved in preparation of a project report. 10

OR

x) What do you mean by factory design and layout ? What is the significance of factory design and layout ? 10

3. a) Discuss about various issues that needs to be considered while preparing the market plan of a new business venture. 10

OR

x) What do you mean by financial plan ? How and in what way it helps the new business venture to start its operations ? 10

4. a) What do you mean by venture capital ? Also explain the economic impact of venture capital. 10

OR

x) Explain the role and significance of consulting organizations with respect to launching of a new business venture. 10

5. a) What do you mean by life cycle of a business ? What are the strategic options available during the first, second and third phases of a business life cycle ? 10

OR

x) What do you mean by ending the business venture ? Under what circumstances, an entrepreneur resort to the option of ending the business venture ? 10