



B.Com. (Semester – V) Examination, April/May 2019
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
- Observation technique of marketing research.
 - Psychological theory of entrepreneurship.
 - Delphi technique of marketing research.
 - Four differences between intrapreneur and entrepreneur.
 - Innovative entrepreneur.
 - Sociopreneur.
2. Answer **any four** of the following : 16
- Uses of project report.
 - Meaning of Project Appraisal.
 - Any two factors of Purposeful Innovation.
 - Break even analysis as a method of performance appraisal.
 - Role of incubation centres.
 - Role of Self help groups.
3. a) "An entrepreneur has certain unique traits." Explain. 12
- OR
- b) Explain in brief any six skills of entrepreneurs. 12

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4. a) Explain the external environmental factors to be analysed by entrepreneurs. 12
OR
b) Explain the steps involved in identification of business opportunities. 12
5. a) Explain the role of entrepreneurship in economic development. 12
OR
b) Explain in brief the contents of project report. 12
6. a) Explain in brief the elements of project formulation. 12
OR
b) State and explain the principles of innovation as suggested by Peter Drucker. 12