Goa Vidyaprasarak Mandal's

**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS**

**B.C.A CBCS (SEMESTER II) EXAMINATION, JUNE, 2022**

**GENERIC ELECTIVE COURSE**

**ENTREPRENEURSHIP DEVELOPMENT**

**Duration: 2 hours** **Total Marks: 60**

**Instructions:** ***i) All questions are compulsory.***
***ii) Figures to the right indicate full marks.***

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**Q.1.A.** Explain the importance of innovation in Entrepreneurship? **(5 x1=05)**
**B.** Write a short note on Intrapreneur. **(5 x1=05)**

**Q.2 A.** What is Entrepreneurship? Explain its importance **(Any 2)**. **(05)**
**B.** Explain any two theories of Entrepreneurship. **(05)**

**OR**

**X.** Explain the types of entrepreneurs based on type of business. **(05)**
**Y.** Explain the characteristics of an Intrapreneur. **(05)**

**Q.3 A.** What is market research? **(05)**
**B.** State and explain the objectives of market research. **(05)**

**OR**

**X.** What are the features of market research? **(Any 5)** **(05)**
**Y.** Explain any two techniques of market research? **(05)**

**Q.4 A.** What is human resource management? **(05)**
**B.** Explain any two regulatory laws of business. **(05)**

**OR**

**X.** What is marketing mix? **(05)**
**Y.** What is Finance? Explain its sources. **(05)**

**Q.5 A.** What is SWOT analysis? **(05)**
**B.** Explain any two factors considered for environmental scanning. **(05)**

**OR**

**X.** What do you understand by project identification? Explain its techniques. **(05)**
**Y.** State and explain the criteria required for a project selection. **(05)**

**Q.6 A.** What is project report? **(05)**
**B.** Explain the contents of a project report. **(05)**

**OR**

**X.** What are the objectives of a project report? **(05)**
**Y.** Explain how project report is important for an entrepreneur. **(05)**

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