

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
B.C.A. CBCS (SEMESTER II) SUPPLEMENTARY EXAMINATION, AUGUST 2022
ENTREPRENEURSHIP DEVELOPMENT

Duration: 2 hours

Total Marks: 60

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

Q.1.A. What do you understand by Purposeful Innovation? (5 x1=05)
B. Write short note on Entrepreneur. (5 x1=05)

Q.2 A. Explain the functions of an Entrepreneur. (05)
B. Explain any two theories of Entrepreneurship. (05)

OR

X. Explain the types of entrepreneurs based on type of technology. (05)
Y. Write short note on Intrapreneur. (05)

Q.3 A. Explain the need of Market research? (05)
B. State and explain the importance 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 Job analysis? (05)
B. Write short note on market segmentation. (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 environmental scanning? (05)
Y. State and explain the criteria required for a project selection. (05)

P.T.O

