

**GOA VIDYAPRASARAK MANDAL'S  
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS  
FARMAGUDI, PONDA - GOA  
B.C.A CBCS (SEMESTER II) END EXAMINATION APRIL/MAY 2023**

**GENERIC ELECTIVE COURSE  
ENTREPRENEURSHIP DEVELOPMENT**

**Duration: 2 hours**

**Total Marks: 60**

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

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- Q.1.A. State and explain the external factors of purposeful innovation (5 x1=05)  
B. Explain the importance of innovation in entrepreneurship (5 x1=05)
- Q.2.A. What is Intrapreneur? Explain its characteristics (Any2). (05)  
B. Explain any two recent trends of entrepreneurship (05)
- OR**
- X. Explain the diagnostic skill of an Entrepreneur. (05)  
Y. What is Entrepreneurship? Explain its qualities (Any2). (05)
- Q.3.A. What is market research? (05)  
B. State and explain the features of market research. (05)
- OR**
- X. What is the need of market research? (Any 5) (05)  
Y. Explain any two techniques of market research? (05)
- Q.4.A. What is Job specification? (05)  
B. Write short note on market segmentation (05)
- OR**
- X. What is marketing mix? (05)  
Y. What is Finance? Explain its internal sources. (05)
- Q.5.A. What is SWOT analysis? Explain its uses (05)  
B. State and explain the criteria mentioned in preliminary evaluation (05)
- OR**
- X. What do you understand by project identification? Explain its techniques (05)  
Y. Write short note on environmental scanning (05)

**P.T.O.**

