

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA, Semester- IV, Semester End Examination June 2022
Entrepreneurship Development (CAG-105)

Duration: 2 hours

Total Marks:60

Instructions: i) All questions are compulsory.

ii) Figures to the right indicate full marks.

iii) There is internal choice for questions from Q.2 to Q.6

Q.1. A Fill in the Blanks

(5x1=05)

- a. The term entrepreneur is derived from French verb _____ which means to undertake.
- b. Entrepreneurs who are not willing to introduce new changes or the desire to adopt new methods are called as _____.
- c. According to _____ managerial skills and leadership are the most important facets of entrepreneurship.
- d. The establishment of a steel plant generates several ancillary units and expands the demand for iron ore, and coal is called as _____ linkages.
- e. The one who focusses for innovation and renewal from within the organisation is called as _____.

B State whether true or false

(5x1=05)

- a. The entrepreneurs whose dealings are determined by custom, religion, tradition and past practices are called as innovating entrepreneur.
- b. If an entrepreneur is not honest he can stand in market for long run.
- c. Entrepreneur helps in economic growth.
- d. Innovation involves problem solving an entrepreneur is a problem solver.
- e. In self-employment, the owner alone has to take the profit and bear the risk of loss.

Q.2. A Explain the term market and its importance to entrepreneur.

(05)

B Discuss the SWOT Analysis in entrepreneurship.

(05)

OR

X Describe the criteria used for evaluating business opportunities

(05)

Y "Entrepreneurs have to evaluate the suitability of the project". Justify this statement

(05)

Q.3. A Discuss the objectives of market Research

(05)

B Explain the limitations of market research

(05)

OR

X List and explain the sources of market research

(05)

Y Describe the importance of market research

(05)

Q.4. A Summarise the contents of the project Report

(05)

B Elaborate the importance of the project Report

(05)

OR

X Describe the term project Report (05)

Y Consider yourself as an entrepreneur and construct a project report for your business (05)

Q.5. A Describe the importance of Human Resource Management (05)

B Discuss the components of marketing mix (05)

OR

X Explain the advantages and disadvantages of external sources of recruitment (05)

Y Discuss the long term sources of financing (05)

Q.6 A State and explain the types of Entrepreneurs (05)

B Explain the importance of marketing Management. (05)

OR

X "An entrepreneur requires different skills for successfully driving the venture".

Comment on this statement (05)

Y Describe the short term sources of financing (05)