

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Supplementary Examination August 2022
Entrepreneurship Development (COC-107)

Max Marks: 80

Duration: 2hrs

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.

1. Write short notes on the following (ANY FOUR) (4x4=16)
 - a. Intrapreneur
 - b. Integrated Theory of Entrepreneurship
 - c. Self Help Groups
 - d. Importance of Market Research
 - e. Sources of business opportunities
 - f. SWOT Analysis

2. Write short notes on the following (ANY FOUR) (4x4=16)
 - a. Factors to be considered for project selection
 - b. Project Appraisal
 - c. Breakeven Analysis
 - d. Importance of innovation in entrepreneurship
 - e. Unexpected Success
 - f. Demographics as a factor of purposeful innovation

3. A. Entrepreneurs need to possess a set of unique skills to be successful. Explain (12)
OR
B. Explain the role of entrepreneurs in economic development of a country

4. A. Discuss the steps involved in identification of business opportunities (12)
OR
B. What is environmental scanning? Explain the factors to be considered in environmental scanning

5. A. What is Project Formulation? Explain the elements of project formulation. (12)
OR
B. What is a Project Report? Briefly explain its contents

6. A. What are incubation Centres? Discuss the role of incubation centres in Goa. (12)
OR
B. State and explain the principles of purposeful innovation