

VVM's Shree Damodar College of Commerce & Economics
T.Y.BBA (FS), Semester-V, Semester-End Assessment, October 2017
ENTREPRENEURSHIP DEVELOPMENT

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *Question one is compulsory.*
- *Answer any Four from question 2 to question 7.*

Q1. Write a short note on any FIVE of the following: -

(5*4=20 marks)

- i. Fabian Entrepreneurs
- ii. Sociological Theory
- iii. Target Marketing
- iv. Purposeful Innovation
- v. Economic Theory
- vi. Primary Data

Q2.

- i. Differentiate between Intrapreneur and Entrepreneur. (08 marks)
- ii. Explain the term "Innovation " (02 marks)

Q3.

- i. What do you understand by SWOT analysis? Explain the factors of SWOT analysis with the help of an example. (08 marks)
- ii. Explain the term Environment scanning. (02 marks)

Q4.

- i. Explain the importance of market research. (08 marks)
- ii. What is a project report? (02 marks)

Q5.

- i. Discuss the qualities an entrepreneur should possess. (08 marks)
- ii. Define the term "Opportunity". (02 marks)

Q6.

- i. Diagrammatically explain the segments of Boston consulting Group Matrix with the help of an example. (08 marks)
- ii. Explain the term Market Research. (02 marks)

Q7.

- i. State and explain the types of financial decisions. (08 marks)
- ii. Define Human Resource Management. (02 marks)

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