

VVM's Shree Damodar College of Commerce & Economics, Margao - Goa  
T.Y.BBA(Financial Services), Semester V, Semester-End Assessment, October 2019  
**BFS C502: ENTREPRENEURSHIP DEVELOPMENT**

**Duration: 3 hours**

**Max. Marks: 60**

**Instructions:**

- *Start each question on fresh page.*
- *Figures to the right indicate maximum marks.*
- *All questions are compulsory, however internal choice is available.*
- *Answers to sub questions for Q.1 to Q.2 should be approximately 100 words each.*
- *Answers to sub questions for Q.3 to Q.5 should be approximately 400 words each.*

**Q1. Write a short note on any THREE of the following: - (3\*4= 12 marks)**

- Drone Entrepreneur
- Environmental Scanning
- Marketing Research
- 4 P's of Marketing Research

**Q2. Answer any THREE of the following: - (3\*4= 12 marks)**

- Differentiate between Brand and Trademark
- Explain the scope of Financial Management
- Explain the steps in identifying business opportunity
- Explain the characteristics of Intrapreneur

**Q3.a. Explain the role of Entrepreneurship in Economic Development. (01\*12=12 marks)**

**OR**

- What do you understand by PESTLE Analysis? Explain the components of PESTLE analysis.

**Q4.a. Explain the Market Research Techniques. (01\*12=12 marks)**

**OR**

- Explain the External Sources of Market Research.

**Q5.a. Explain the decisions needed to be taken by the Finance Manager. (01\*12=12 marks)**

**OR**

- Explain the Theories of Entrepreneurship.