



B.C.A. (Semester – VI) Examination, April 2017
NON-COMPUTER SCIENCE (Elective)
Entrepreneurship Development

Duration : 2 Hours

Total Marks : 50

Instruction : All questions are **compulsory**, however internal choice is provided from Q. 2 to Q. 5.

1. Write short notes on :

(5×2=10)

- A) Qualities of an Entrepreneur.
- B) Barriers of Entrepreneurship.
- C) Seed Money.
- D) Diagram showing the Product Life Cycle.
- E) 4 P's of Marketing.

2. Answer the following :

(2×5=10)

- A) Give the difference between Entrepreneur and Intrapreneur.
- B) What is the importance of Entrepreneurship ?

OR

- X) Explain in brief PESTLE Analysis.
- Y) Explain the skills required for an Entrepreneur.

3. Answer the following :

(2×5=10)

- A) Explain the four steps in Market Research.
- B) Explain in detail S.W.O.T. Analysis.

OR

- X) Explain five packaging strategies adopted by an Entrepreneur.
- Y) Elaborate on the types of interviews conducted by the Human Resource Department.



4. Answer the following :

(2×5=10)

- A) Elaborate on the various functions of a Finance Manager.
- B) Explain the various segments involved in Market Segmentation.

OR

- X) What is a Project Report ? State the contents of a Project Report.
- Y) Explain briefly Peter Druckers 7 sources of Purposeful Innovation.

5. Marketing Plan :

(2×5=10)

Explain in detail a marketing plan for an innovative 'Smart Phone Company'.

- A) Detail Description of the mobile.
- B) Unique characteristics.

OR

- X) Advertising Strategies.
- Y) Methods of Revenue Generation.