



B.C.A. (Semester – VI) Examination, April 2019
NON-COMPUTER SCIENCE (Elective)
Entrepreneurship Development

Duration : 2 Hours

Total Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) **Figures to the right indicates full marks.**
3) **From Q. 2 to Q. 5 attempt either (A and B) or (X and Y).**

1. Write short notes on : (5×2=10)
- A) Role of incubation centres
 - B) Women entrepreneurs
 - C) Capital structure
 - D) Test marketing
 - E) Technical feasibility.
2. Answer the following : (2×5=10)
- A) How will you distinguish intrapreneurs from entrepreneurs ?
 - B) Explain any 5 different types of entrepreneurs.
- OR
- X) "Entrepreneurs require typical skills to be successful in the business".
Explain.
 - Y) Explain the various challenges faced by entrepreneurs.
3. Answer the following : (2×5=10)
- A) State and explain the various sources of generating project ideas.
 - B) Enumerate on the factors to be considered for environmental scanning.
- OR
- X) What is Market Research? Explain the significance of conducting Market Research.
 - Y) Explain in brief the steps involved in identification of business opportunities.



4. Answer the following :

(2×5=10)

- A) What is Project Report ? Explain the significance of Project Report.
- B) State and explain the importance of Financial Management.

OR

- X) Briefly explain the elements of Marketing Mix.
- Y) What is Market segmentation ? Explain its importance.

5. Answer the following :

(2×5=10)

- A) "Selection is a negative process". Explain.
- B) Explain SWOT analysis as a technique of identification and analysis of business opportunity used by entrepreneurs.

OR

- X) Explain Peter Drucker's seven sources of Purposeful innovation.
- Y) State and explain the stages of Product Life Cycle.