



B.C.A. (Semester – VI) (Revised) Examination, April 2015
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. Answer the following :

(5×2=10)

- What is entrepreneur motivation ? Explain.
- Explain the role of entrepreneurship in economic development of the State.
- What is e-commerce ? Discuss.
- Why do entrepreneurs need to prepare a detailed feasibility plan ?
- What is the importance of human resources for enterprises ?

2. Case study :

(2×5=10)

James is a small entrepreneur in Kerala. He is producing “Canned Mango Pulp” in a small scale level for domestic market. He brands the product as “Ahammmm”. He sent samples of products to Dubai through his friend. The product was accepted as good in the friends circle. His friends assured good demand for the product in Dubai.

- Suggest suitable branding and packaging strategy for the “Canned Mango Pulp” in Dubai market.
- Suggest what could Mr. James do differently to improve his forecasting.

OR

- Suggest the different steps that Mr. James would have to implement before starting the new venture.
- On what bases would Mr. James forecast his requirements for the initial product launch ?



3. Answer the following :

(2×5=10)

- a) Explain with examples entrepreneurial Buy - in.
- b) Explain why market assessment is critical for start-up enterprises.

OR

- I) Explain the different threats faced by entrepreneurs.
- II) Why do firms like Nike, Levis, KFC etc. need to setup franchise outlets ?
Explain the benefits of these firms.

4. Situation :

(2×5=10)

You are a budding entrepreneur and are looking forward to opening a “Computer Hardware” shop in your colony.

- a) Explain the suitable pricing method for providing this service.
- b) Explain the marketing strategy you would use.

OR

- I) Discuss your branding strategy.
- II) Discuss with an example the U.S.P. of your shop.

5. Marketing Plan

(2×5=10)

Explain in detail a marketing plan for an innovative “Smart mobile company” of your choice

- a) Description of the mobile
- b) Unique characteristic of the mobile.

OR

- I) Advertising strategy.
- II) Method of Revenue generation.