

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Semester End Examination, October 2019
Entrepreneurship Development (CC-11)

Time: 2 hours**Max Marks: 80**

Instructions: 1) *All questions are compulsory.*
 2) *Figures to the right indicate full marks.*

Q1. Write Short Note on: (4X4=16marks)

- a. Skills of an entrepreneur.
- b. Women entrepreneurs.
- c. Economic theory of entrepreneurship.
- d. Field survey technique of market research.
- e. Sources of business ideas.
- f. Benefits of environmental scanning.

Q2. Write Short Note on: (4X4=16marks)

- a. Feasibility Analysis.
- b. Importance of project report.
- c. Break even Analysis.
- d. Role of incubation centres.
- e. Demographics as a factor of purposeful innovation
- f. CIBA

Q3. A. Describe the qualities essential to become a successful entrepreneur. (12 marks)
 OR

B. Explain the role of an entrepreneur in economic development of the country.

Q4. A. Discuss the steps involved in identification of business opportunities for an entrepreneur. (12 marks)

OR

B. What is meant by SWOT analysis? Discuss the advantages of SWOT analysis to an entrepreneur.

Q5. A. Describe in detail the elements of project formulation. (12 marks)
 OR

B. What is a project report? Discuss the contents of a project report.

Q6. A. Explain the principles of purposeful innovation as given by Peter Drucker. (12 marks)
 OR

B. Describe the factors of purposeful innovation as given by Peter Drucker.