



B.Com. (Semester – V) Examination, April 2017
ENTREPRENEURSHIP DEVELOPMENT – I
(New Course)

Duration : 2 Hours

Max. Marks : 80

- Instructions :**
- 1) **All questions are compulsory, however internal choice is available.**
 - 2) **Answer sub-questions in Question No. 1 and Question No. 2 in not more than 100 words each.**
 - 3) **Answer Question No. 3 to Question No. 6, each in not more than 400 words.**
 - 4) **Figures to the right indicate maximum marks allotted to the questions/sub-questions.**
 - 5) **Paper carries maximum of 80 marks.**

1. Answer **any four** of the following :

16

- a) Any four traits of entrepreneurs.
- b) Innovative entrepreneurs.
- c) Features of entrepreneurs.
- d) Imitative entrepreneurs.
- e) Significance of Marketing Research.
- f) Benefits of SWOT analysis.

2. Answer **any four** of the following :

16

- a) Socio-cost benefit analysis.
- b) Input analysis.
- c) Process need as a factor of purposeful innovation.
- d) Functions of incubation centres.
- e) Techno-Economic analysis.
- f) Role of self help groups.

P.T.O.



3. a) Explain in brief the different skills required by an entrepreneur. 12
- OR
- b) Explain in brief the theories of entrepreneurship. 12
4. a) Explain any four techniques used in marketing research. 12
- OR
- b) Explain in brief the factors considered for environment scanning. 12
5. a) Highlight the role of entrepreneurs in economic development. 12
- OR
- b) Explain the steps involved in identification of Business Opportunities. 12
6. a) Explain in brief the factors to be considered for Project Selection. 12
- OR
- b) Explain the principals of innovation as suggested by Peter Drucker. 12
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