



**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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