



B.Com. (Semester – V) Examination, April/May 2019
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) Observation technique of marketing research.
 - b) Psychological theory of entrepreneurship.
 - c) Delphi technique of marketing research.
 - d) Four differences between intrapreneur and entrepreneur.
 - e) Innovative entrepreneur.
 - f) Sociopreneur.
2. Answer **any four** of the following : 16
- a) Uses of project report.
 - b) Meaning of Project Appraisal.
 - c) Any two factors of Purposeful Innovation.
 - d) Break even analysis as a method of performance appraisal.
 - e) Role of incubation centres.
 - f) Role of Self help groups.
3. a) "An entrepreneur has certain unique traits." Explain. 12
- OR
- b) Explain in brief any six skills of entrepreneurs. 12



4. a) Explain the external environmental factors to be analysed by entrepreneurs. 12
- OR
- b) Explain the steps involved in identification of business opportunities. 12
5. a) Explain the role of entrepreneurship in economic development. 12
- OR
- b) Explain in brief the contents of project report. 12
6. a) Explain in brief the elements of project formulation. 12
- OR
- b) State and explain the principles of innovation as suggested by Peter Drucker. 12

30/4/19