



OLD – 04

B.Com. (Semester – V) Examination, October 2015
ENTREPRENEURSHIP MANAGEMENT – I
(Old Course)

Duration : 2 Hours

Total Marks : 80

- Instructions:** 1) *All questions are compulsory, however internal choice is available.*
- 2) *Answer sub-question 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 question/sub-question.*
- 5) *Paper carries maximum of 80 marks.*

1. Write short notes on **any four** of the following :

16

- i) Concept of an entrepreneur.
- ii) Four skills of an entrepreneur.
- iii) Entrepreneurs Vs. intrapreneurs.
- iv) Sociological theory of entrepreneurship.
- v) Four types of entrepreneurs.
- vi) SWOT analysis.

2. Write short notes on **any four** of the following :

16

- i) Need for market survey.
- ii) Social cost benefit analysis.
- iii) Techniques of market survey.
- iv) Screening of business environment.
- v) Significance of project report.
- vi) Principles of purposeful innovation.

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| 3. a) Explain the functions of an entrepreneur. | 12 |
| OR | |
| b) Explain the qualities of an entrepreneur. | 12 |
| 4. a) Explain the role of an entrepreneur in economic development. | 12 |
| OR | |
| b) Explain in detail integrated theory of entrepreneurship. | 12 |
| 5. a) Describe the steps involved in identifying business opportunities. | 12 |
| OR | |
| b) What is a project report ? Explain the contents of a project report. | 12 |
| 6. a) Explain briefly the various element of project formulation. | 12 |
| OR | |
| b) What do you mean by innovations in entrepreneurship ? Explain the various sources of innovation. | 12 |
