



**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.



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
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