



SRN – 07

M.Com. (Semester – IV) Examination, April 2016
COO4B1 : ENTREPRENEURSHIP DEVELOPMENT (OA – 18)
Business Management

Duration : 3 Hours

Max. Marks : 60

Instructions : 1) This paper consists of **nine** questions carrying **equal** marks.

2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.

3) Answer **any 5** questions from question 2, 3, 4, 5, 6, 7, 8 and 9.

4) **Each** question carries **10** marks. Figures to the **right** indicate marks.

1. Answer the following short questions in brief : (5×2=10)
 - a) State and explain two points of difference between Entrepreneurs and Intrapreneurs.
 - b) Explain two features of Utility Patents.
 - c) State and explain two sources of short-term finance for entrepreneurs.
 - d) Explain two factors considered by entrepreneurs while valuing the venture.
 - e) What is Forward Integration and Backward Integration ?
2. a) "Training is a must for every entrepreneur". Explain. 5
b) State and explain the Misconceptions of Entrepreneurship Development Programme (EDP). 5
3. a) Discuss the common Sources of New Venture Ideas. 6
b) Enumerate the financial assistance provided by the Small Industries Development Bank of India (SIDBI). 4
4. What is Trademark ? Explain the categories and benefits of a trademark. 10

P.T.O.

SRN - 07



5. a) Discuss the Control Elements considered while measuring the Business plan progress. 6
- b) What is Factoring ? Explain the disadvantages of Factoring. 4
6. a) Highlight the major activities of Technical Consultancy Organisation. 5
- b) Discuss the ways by which the climate of Intrapreneurship be established in an organisation. 5
7. a) Discuss the various types of Venture Capital Firms. 5
- b) State and explain five principles by which an Entrepreneur can develop good Time Management. 5
8. a) Define Venture Capital. Discuss the primary stages of Venture Capital Process. 5
- b) Describe the typical Warning Signs of Bankruptcy. 5
9. Discuss the Growth Strategies by which an entrepreneur can build a Competitive Advantage. 10