



B.C.A. (Semester – VI) Examination, April 2016
NON-COMPUTER SCIENCE (Elective)
Entrepreneurship Development

Duration : 2 Hours

Total Marks : 50

Instructions : 1) **All questions are compulsory.**

2) Figure to the **right** indicates **full** marks.

3) From Q. 2 to Q. 5 attempt either **(A and B)** or **(X and Y)**.

1. Answer the following : (2×5=10)

- A) What are the skills required for an entrepreneur ?
- B) What are the advantages of partnership business ?
- C) Give points of difference between Intrapreneur V/s. Entrepreneur.
- D) What are the objectives of financial management ?
- E) What are the 4 Ps of marketing ?

2. Answer the following : (5×2=10)

- A) State and explain any four types of entrepreneur.
- B) Explain in brief the contribution of an entrepreneur in economic development of India.

OR

- X) Describe the various problems faced by the rural entrepreneurs.
- Y) Briefly explain the qualities of an entrepreneur.

3. Answer the following : (5×2=10)

- A) Explain any five ways in which ideas can be generated.
- B) What is SWOT Analysis ? Explain the internal and external factors.

OR

- X) Explain the various steps involved in idea processing and selection of idea.
- Y) What is Market Survey ? Briefly explain any four techniques of Market Survey.



4. Answer the following :

(5×2=10)

- A) Explain Peter Drucker's seven sources of purposeful innovation.
- B) Explain any five packaging strategies adopted by an entrepreneur to attract customers.

OR

- X) What is Market Research ? Explain the significance of market research.
- Y) Explain any five benefits of training factory workers.

5. Answer the following :

(5×2=10)

- A) What is project report ? Explain the significance of project report.
- B) Explain any five pricing strategies adopted by an entrepreneur.

OR

- X) Explain the role of finance manager.
- Y) Explain the stages of product life cycle with the help of a diagram.