



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.

(5×2=10)

(5×2=10)