

**B.C.A. (Semester – VI) Examination, April 2018**  
**NON-COMPUTER SCIENCE (Elective)**  
**Entrepreneurship Development**

Duration : 2 Hours

Total Marks : 50

- Instructions :** 1) **All questions are compulsory.**  
 2) **Figures to the right indicates full marks.**  
 3) **From Q. 2 to Q. 5 attempt either (A and B) or (X and Y).**

1. Write short notes on : (5×2=10)

- A) Women Entrepreneurs.
- B) Delphi method.
- C) Any two objectives of Financial Management.
- D) State the steps in Identification of business opportunities.
- E) 4 P's of Marketing.

2. Answer the following : (2×5=10)

- A) Explain Entrepreneurship and enumerate any four skills required by an Entrepreneur.
- B) Explain any five barriers to Entrepreneurship.

OR

- X) Bring out the importance of Entrepreneurship.
- Y) Explain the following terms :
  - a) Seed Capital
  - b) Business Accelerator.

3. Answer the following : (2×5=10)

- A) What is Market Research ? Explain any four techniques of Market Research.
- B) What is Recruitment ? Explain any four sources of Recruitment.

OR

- X) Explain the importance of Market Research.
- Y) Explain the functions of a Finance Manager.



4. Answer the following :

(2×5=10)

A) What is SWOT analysis ? Explain the internal and external factors.

B) What is a Project Report ? State the contents of a Project Report.

OR

X) Explain the factors affecting Environmental scanning.

Y) Explain the importance of Project Report.

5. Answer the following :

(2×5=10)

A) Explain the 7P's of Purposefull Innovation.

B) With the help of a suitable product as an example conduct SWOT analysis.

OR

X) Explain the unique characteristics of a 'Social Networking Website'.

Y) Describe the revenue generation strategies of the 'Social Networking Website'.

OR

OR