

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao-Goa
S.Y.BCOM Semester III, Semester End Examination, October 2018
Entrepreneurship Development

Duration: 2 Hours

Max. Marks: 80

Instructions:

Figures to the right indicate maximum marks.

Start each question on a fresh page

All questions are compulsory

Answer **Q 1 and Q 2** in not more than 100 words and **Q 3 to Q 6** in not more than 400 words.

Q.1. Explain any **FOUR** of the following:

Marks 16

- a. Intrapreneur
- b. Economic theory of entrepreneurship
- c. Self help groups
- d. Role of entrepreneur in economic development
- e. Sources of business opportunities
- f. Need for market research

Q.2. Write short notes on any **FOUR** of the following:

Marks 16

- a. Importance of SWOT analysis
- b. Observation technique of market research
- c. Break-even analysis
- d. Profitability analysis
- e. Business incubators
- f. Unexpected success

Q.3a. Explain any six qualities of an entrepreneur.

Marks 12

OR

b. Discuss any six types of entrepreneurs.

Q.4a. Explain the Field Survey technique of market research.

Marks 12

OR

b. Explain the concept of SWOT analysis with examples.

Q.5a. What is project selection? Explain the factors to be considered in project selection.

Marks 12

OR

b. What is project formulation? Explain the elements of project formulation.

Q.6a. What is Purposeful Innovation? Explain its principles.

Marks 12

OR

b. What are Incubation Centres? What role do they play in promoting business?