

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?