



SSC – 04

B.Com. (Semester – V) Examination, April 2018
ENTREPRENEURSHIP DEVELOPMENT – I
(New Course)

Duration : 2 Hours

Total Marks : 80

- Instructions :** 1) **All** questions are **compulsory**, however internal choice is available.
2) Answer sub-questions in Question No. 1 and Question No. 2 in not more than **100** words **each**.
3) Answer Question No. 3 to Question No. 6, **each** in **not** more than **400** words.
4) Figures to the **right** indicate maximum marks allotted to the questions/sub-questions.
5) Paper carries maximum of **80** marks.

1. Answer **any four** of the following :

16

- a) Economic theory of Entrepreneurship
- b) Features of Intrapreneurship
- c) Integrated theory of Entrepreneurship
- d) Concept of Entrepreneurship
- e) Test marketing
- f) Benefits of SWOT analysis.

2. Answer **any four** of the following :

16

- a) Significance of Project Report
- b) Role of Entrepreneurial Incubation Centers
- c) Financial Analysis
- d) Role of SHG
- e) Sources of Project Ideas
- f) Project Appraisal.

3. a) State and explain the qualities that an Entrepreneur requires to possess. **12**

OR

b) Explain any six functions of an Entrepreneur.

12



4. a) Explain any six types of Entrepreneurs. 12

OR

b) Describe the role of Entrepreneurship in economic development. 12

5. a) Explain in brief factors to be considered for environment scanning. 12

OR

b) Describe the stages of Project Formulation. 12

6. a) Explain the principles of purposeful innovation as advocated by Peter Drucker. 12

OR

b) Describe the contents of a Project Report. 12