

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics Margao-Goa
S.Y.BCOM Semester III, Supplementary Examination, May/June 2019
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. Write short notes on any FOUR of the following: **Marks 16**
- a. Entrepreneur and entrepreneurship
 - b. Sociopreneur
 - c. Agropreneur
 - d. Psychological theory of entrepreneurship
 - e. Test marketing
 - f. Desk research
- Q.2. Write short notes on any FOUR of the following: **Marks 16**
- a. Benefits of environmental scanning
 - b. Input analysis
 - c. Feasibility analysis
 - d. Importance of project report
 - e. New knowledge as a source of purposeful innovation
 - f. Changes in perception as a source of purposeful innovation
- Q.3a. Explain any six functions of an entrepreneur. **Marks 12**
- OR**
- b. Explain any six skills of an entrepreneur.
- Q.4a. What is environmental scanning? Explain briefly the factors to be considered in environmental scanning. **Marks 12**
- OR**
- b. What is business opportunity? Explain briefly the steps involved in identification of business opportunities?
- Q.5a. What is a Project Report? Briefly explain its contents. **Marks 12**
- OR**
- b. What is Project Appraisal? Explain the methods of project appraisal.
- Q.6a. What is 'purposeful innovation'? Explain the internal sources of purposeful innovation. **Marks 12**
- OR**
- b. What are Incubation Centres? Discuss the role of incubation centres in Goa.