



B.Com. (Semester – V) Examination, April 2016
ENTREPRENEURSHIP MANAGEMENT – I
(Old 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. Write short notes on **any four** of the following :

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- a) Any four functions of an entrepreneur.
- b) Sociological theory of entrepreneurship.
- c) SWOT Analysis.
- d) Intrapreneur v/s Entrepreneur.
- e) Screening of Environment.
- f) Sources of Business Opportunities.

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

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- a) Significance of Project Report
- b) Feasibility Analysis
- c) Process need as a factor of Purposeful Innovation
- d) Techno-economic analysis
- e) Incongruities as a factor of Purposeful Innovation
- f) Financial Analysis.



- 3. a) State and explain any six skills which an entrepreneur should have. 12
OR
b) Define Entrepreneur. Explain any six qualities of an entrepreneur. 12
- 4. a) State and explain any six types of entrepreneurs. 12
OR
b) Explain the role of entrepreneurs in the economic development of the country. 12
- 5. a) What is Project Report ? Explain the contents of Project Report. 12
OR
b) State and explain the steps involved in identification of Business Opportunities. 12
- 6. a) What is Market Survey ? Explain the techniques of Market Survey. 12
OR
b) State and explain the principles of purpose innovation by Peter Drucker. 12
