

THE CES COLLEGE OF ARTS & COMMERCE, CUNCOLIM, SALCETE-GOA
S.Y.B.COM IIIrd SEMESTER END EXAMINATION, OCT./NOV. 2019

SUB: ENTREPRENEURSHIP DEVELOPMENT

DATE: 21/10/2019

DURATION: 2 HOURS

TIME: 10.00 a.m. To 12.00 noon

MAXIMUM MARKS: 80

INSTRUCTIONS:

- 1) All questions are **COMPULSORY**. However internal choices are available.
- 2) Figures to the right indicate marks for the respective question.

Q.1 Answer any four questions from the following.

(4×4=16)

- a. Explain the concept of an entrepreneur.
- b. Write any four characteristics of intrapreneurs.
- c. Write a short note on self help group.
- d. Explain any four qualities of an entrepreneur.
- e. Write a short note on sources of project idea.
- f. Explain the need of marketing research.

Q.2 Answer any four questions from the following.

(4×4=16)

- a. Explain sociological theory of entrepreneurship.
- b. Write short note on women entrepreneur.
- c. Write a short note on techno-economic analysis.
- d. Write a short note on break even analysis.
- e. Explain the concept of incubation centres.
- f. Explain the importance of project report.

Q.3

(12)

- a. "Entrepreneur requires typical skills to be successful in business". Explain.

OR

- b. Explain the role of entrepreneurs in economic development of a country.

Q.4

(12)

- a. Explain the SWOT analysis in detail.

OR

- b. Explain the various techniques of marketing research.

Q.5

(12)

- a. Explain various factors influencing project selection.

OR

- b. What is a project report? Briefly explain its contents.

Q.6

(12)

- a. State and explain the principles of purposeful innovation suggested by Peter. F. Drucker.

OR

- b. Explain the factors influencing purposeful innovation.
