

B.Com. (Semester – V) Examination, Oct./Nov. 2016
ENTREPRENEURSHIP DEVELOPMENT – I
(New Course)

Duration : 2 Hours

Max. 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) Concept of entrepreneurship.
- b) Economic theory of entrepreneurship.
- c) Test marketing.
- d) Four differences between Intrapreneur and Entrepreneur.
- e) Benefits of Environment Scanning.
- f) Delphi technique.

2. Answer any four of the following :

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- a) Uses of Project report.
- b) Meaning of Project Appraisal.
- c) Incongruity as a factor of Purposeful Innovation.
- d) Sources of project idea.
- e) Role of incubation centres.
- f) Role of self help groups.

P.T.O.



3. a) "An entrepreneur has certain unique traits". Explain. 12
- OR
- b) Explain in brief any six skills of entrepreneurs. 12
4. a) Explain in brief any six types of entrepreneurs. 12
- OR
- b) Explain the steps involved in Identification of Business Opportunities. 12
5. a) Explain SWOT analysis and its benefits to entrepreneurs. 12
- OR
- b) Explain in brief the elements of project formulation. 12
6. a) Explain in brief the contents of a Project Report. 12
- OR
- b) State and explain the principles of innovation as suggested by Peter Drucker. 12
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