



**B.Com. (Semester – V) Examination, April/May 2019**  
**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) Observation technique of marketing research.
  - b) Psychological theory of entrepreneurship.
  - c) Delphi technique of marketing research.
  - d) Four differences between intrapreneur and entrepreneur.
  - e) Innovative entrepreneur.
  - f) Sociopreneur.
  
2. Answer **any four** of the following : 16
  - a) Uses of project report.
  - b) Meaning of Project Appraisal.
  - c) Any two factors of Purposeful Innovation.
  - d) Break even analysis as a method of performance appraisal.
  - e) Role of incubation centres.
  - f) Role of Self help groups.
  
3. a) "An entrepreneur has certain unique traits." Explain. 12

OR

  - b) Explain in brief any six skills of entrepreneurs. 12

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4. a) Explain the external environmental factors to be analysed by entrepreneurs. 12
- OR
- b) Explain the steps involved in identification of business opportunities. 12
5. a) Explain the role of entrepreneurship in economic development. 12
- OR
- b) Explain in brief the contents of project report. 12
6. a) Explain in brief the elements of project formulation. 12
- OR
- b) State and explain the principles of innovation as suggested by Peter Drucker. 12