

2019
ENTREPRENEURSHIP

Full marks : 70

Time : 3 hours

General instructions :

- i) Approximately 15 minutes is allotted to read the question paper and revise the answers.
- ii) The question paper consists of 19 questions. All questions are compulsory.
- iii) Marks are indicated against each question.
- iv) Internal choice has been provided in some questions.

N.B: Check that all pages of the question paper is complete as indicated on the top left side.

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| 1. Write the full form of SWOT. | 1 |
| 2. What is the meaning of fund flow statement? | 1 |
| 3. Define the term job rotation. | 1 |
| 4. What is meant by consumerism? | 1 |
| 5. Who is the father of administrative management? | 1 |
| 6. What is meant by direct selling? | 1 |
| 7. Write three major components involved in a sound market assessment. | 3 |
| 8. Explain the factors affecting environment appraisal. | 3 |
| 9. Write any three differences between PERT and CPM. | 3 |
| 10. State three objectives of clean technology. | 3 |
| 11. Mention major objectives of Water (Prevention and Control of Pollution) Act, 1974. | 3 |
| 12. a. Explain the elements involved in ascertaining the market demand of a product. | |
| Or | 5 |
| b. What is business opportunity? Explain the characteristics of business environment. | (1+4=5) |

13. a. Mention five major sources of working capital finance of small enterprise.
Or 5
b. List five essential elements of an effective resource mobilization.
14. a. Discuss any five stakeholders of a business enterprise.
Or 5
b. State the objectives of Human Resource Management.
15. a. Distinguish between shares and debentures.
Or 5
b. Explain the characteristics of financing a small enterprise.
16. a. Explain the factors affecting prices.
Or 5
b. What is centralization of scheduling ? State the benefits of centralization of scheduling.
17. a. Explain the factors of external environment.
Or 8
b. List any eight sources of idea generation.
18. a. Discuss the types of resources. Explain the significance of working capital.
(4+4=8)
Or 8
b. Explain eight guidelines for preparing a good project report.
19. a. Explain the selection procedure commonly followed by small scale enterprise in India.
Or 8
b. What are the two types of growth strategy? Discuss the common types of growth strategies adopted by small business firms. (2+6=8)
