

**B. A. II SEMESTER SUPPLEMENTARY EXAMINATION, MAY/JUNE 2019**

**General Elective: ENTREPRENEURSHIP DEVELOPMENT**

**Duration: 02 Hours**

**Total Marks: 80**

**INSTRUCTIONS: 1] All questions are Compulsory.**

**2] Answer the sub-questions in Q I and Q II in 100 words each.**

**3] Answer the questions carrying 12 marks in 400 words each.**

**Q I** Write short notes on *any four* of the following:

**4 X 4 = 16**

- i) Fund Flow Statement
- ii) Penetration Pricing
- iii) Benefits of Advertisement to Salesmen.
- iv) Marketing Mix
- v) Stress
- vi) Business Ethics

**Q II** Answer *any four* of the following questions briefly:

**4 X 4 = 16**

- i) Examine any two transactions which will not affect the Fund Flow Statement
- ii) Explain any two objectives of advertising.
- iii) Examine any two factors affecting Stress .
- iv) Distinguish between Eustress and Distress.
- v) What are the features of Corporate Social responsibility
- vi) Examine the responsibility of business towards its customers.

**Q III** A] Explain the various uses of Fund Flow Statement

**12**

**OR**

B] Elaborate Cost Plus Pricing along with its merits and demerits.

**12**

**Q IV** A] Discuss the role played by Advertising in the modern business world.

**12**

**OR**

B] Examine the objectives of Advertisement.

**12**

**Q V** A] Discuss Factories Act of 1948

**12**

**OR**

B] Explain Value Added Tax along with its merits and demerits.

**12**

**Q VI** A] Discuss the various approaches to stress management.

**12**

**OR**

B] Illustrate the advantages of Corporate Social Responsibility.

**12**

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