

M.E.S. COLLEGE OF ARTS & COMMERCE, ZUARINAGAR-GOA
B.Com (CBCS) III Semester End Examination (Regular/ Repeat), January, 2022
CC11- ENTREPRENEURSHIP DEVELOPMENT (UCOC107)

Instructions

- 1) *All Questions are compulsory.*
- 2) *Answer any four sub-questions each in Q.1 & Q.2 in not more than 100 words.*
- 3) *Answer Q.3 to Q.6 in not more than 400 words each.*

Duration : 2 Hours

Max. Marks: 80

Q I) Attempt Any Four of the following: (4 X 4=16)

- i) Economic Theory of Entrepreneurship.
- ii) Difference between Intrapreneur and Entrepreneur.
- iii) Concept of Entrepreneur.
- iv) Benefits of Environment Scanning.
- v) Need for Market Research.
- vi) Advantages of Desk Research.

Q II) Attempt Any Four of the following: (4 X 4=16)

- i) Importance of Project Report.
- ii) Project Design and Network Analysis
- iii) Project appraisal features
- iv) CIBA (Centre for Incubation and Business Acceleration)
- v) New knowledge as a Factor of Purposeful Innovation.
- vi) Role of Incubation Centre.

Q III A) “Entrepreneurs requires typical skills to be successful in business”. Explain. (12)

OR

Q III B) Explain the role of the entrepreneur in the economic development of a country. (12)

Q IV A) Explain SWOT analysis in detail. (12)

OR

Q IV B) Explain the steps involved in identification of business opportunities. (12)

Q V A) What is Project Report? Explain the contents of Project Report. (12)

OR

Q V B) Explain the factors to be considered for Project Selection. (12)

Q VI A) Explain the Principles of Purposeful Innovation suggested by Peter F. Drucker. (12)

OR

Q VI B) Explain the Unexpected Success/Failure as a Factor of Purposeful Innovation. (12)
