#### M.E. S's VASANT JOSHI COLLEGE OF ARTS & COMMERCE

## ZUARINAGAR, GOA

#### **B.A/B.COM III SEMESTER END ASSESSMENT, OCTOBER/NOVEMBER 2024**

## **SUBJECT: ECONOMICS**

#### ECO 242 - Entrepreneurship Development

Instructions: (i) All questions are compulsory. (ii) Answer Q.2 to Q.5 in about 50 words. (iii) Figures to the right indicate marks.

# **DURATION: 01 HOUR TOTAL MARKS: 20 O.1)** Answer the following questions. (4 x 1 = 4 Marks)a) Define accounting process. b) Describe trademark. c) Identify the purpose of government schemes for an entrepreneur. d) State the primary objective of record keeping. Q.2 A) Define inventory. (2 Marks) OR Q.2 A) Define tourism entrepreneurship. (2 Marks) **O.2 B)** List any two objectives of copyrights. (2 Marks) Q.3 A) Compare any two external sources of finance. (2 Marks) OR Q.3 A) Explain rural entrepreneurship .(2 Marks) Q.3 B) Explain the criteria for registering a patent. (2 Marks) Q.4 A) Explain any two objectives of accounting. (2 Marks) OR Q.4 A) Compare eco-tourism and rural tourism. (2 Marks) Q.4 B) Explain the different categories of trademarks. (2 Marks) Q.5 A) Discuss cash flow management and inventory management. (2 Marks) OR Q.5 A) Illustrate any two challenges faced by rural entrepreneurs in India. (2 Marks) Q.5 B) Discuss any two key benefits of registering a trademark for a business. (2 Marks)