

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.
Or **8**
b. Explain eight guidelines for preparing a good project report. (4+4=8)
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)
