

2019

ENTREPRENEURSHIP**(COMMERCE)****THEORY***Full Marks : 70**Time : 3 hours**The figures in the margin indicate full marks for the questions**General Instructions:*

- (i) All questions are compulsory.
- (ii) Marks are indicated against each question.
- (iii) Question Nos. 1 to 5 are very short answer questions carrying 1 mark each. Answer to each of these should not exceed 15 words.
- (iv) Question Nos. 6 to 10 are short answer questions carrying 2 marks each. Answer to each of these should not exceed 50 words.
- (v) Question Nos. 11 to 17 are short answer questions carrying 3 marks each. Answer to each of these should not exceed 75 words.
- (vi) Question Nos. 18 to 21 are short answer questions carrying 4 marks each. Answer to each of these should not exceed 150 words.

- (vii) Question Nos. 22 to 24 are long answer questions carrying 6 marks each. Answer to each of these should not exceed 250 words.

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| 1. Who is an entrepreneur? | 1 |
| 2. Define a feasibility report. | 1 |
| 3. Give the meaning of seed capital. | 1 |
| 4. What is social entrepreneurship? | 1 |
| 5. Explain the term 'unit cost'. | 1 |
| 6. Give the meaning of Opportunity Assessment. | 2 |
| 7. Explain any two disadvantages of being an entrepreneur. | 2 |
| 8. Distinguish between Fixed Cost and Variable Cost. (two points) | 2 |
| 9. Explain personal barriers to entrepreneurship. | 2 |
| 10. Mention the difference between 'Market Research' and 'Market Survey'. (two points) | 2 |
| 11. Explain briefly the importance of entrepreneurship to a developing country like India. | 3 |
| 12. Distinguish between Feasibility Study and Business Plan. | 3 |

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- 13.** 'Customer is the king'. Do you agree? Justify your answer. 3
- 14.** Write about any three innovations which led to entrepreneurial ventures. 3
- 15.** Explain the following entrepreneurial competencies: 3
- (a) Creativity and Innovation
 - (b) Problem solving
 - (c) Leadership
- 16.** What are the basic resources required to start an enterprise? 3
- 17.** What are the different types of mentoring? 3
- 18.** Enumerate the various external factors which lead to business risk. 4
- 19.** Briefly explain Income Statement and state its importance. 4
- 20.** State the main steps involved in 'Marketing Research'. 4
- 21.** Discuss the role of E-business in promoting business community. 4

(4)

- 22.** Differentiate between an entrepreneur and an employee. 6
- 23.** Define the term 'Marketing Mix'. Explain briefly the different components of marketing mix. 6
- Or
- What is meant by channels of distribution? Explain any four channels of distribution. 6
- 24.** Explain the factors that determine the amount of working capital required by an enterprise. 6
- Or
- Explain briefly any six sources of debt financing. 6
