

2022

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. Marks of the questions are indicated against them.
- (ii) Choose the correct answer for question Nos. 1 – 4.
- (iii) Answer to question Nos. 5 and 6 should be between 20 – 30 words.
- (iv) Answer to question Nos. 7 to 13 should be between 30 – 50 words.
- (v) Answer to Question Nos. 14 to 18 should be between 50 – 60 words.
- (vi) Answer to questions Nos. 19 to 21 should be between 80 – 100 words.
- (vii) Answer to question Nos. 22 and 23 should be between 120 – 150 words.

Choose the correct answer

1 × 5 = 5

- 1. Internal risk in an enterprise arises due to:
 - (a) Economic factors
 - (b) Natural factors
 - (c) Human factors
 - (d) Political factors

- 2. An example of cash inflow is:
 - (a) Sale of assets.
 - (b) Purchase of raw material
 - (c) Transportation cost
 - (d) Interest paid on loan.

- 3. Financial planning of an enterprise includes:
 - (a) Evaluation of the quality and quantity of resources required.
 - (b) Ensure sufficient funds availability.
 - (c) Plan out inventory management for the procured resources.
 - (d) Locate the availability of resources.

(3)

- 4.** Disadvantage of entrepreneurship is:
 (a) Excitement
 (b) Independence
 (c) Freedom
 (d) Incompetent Staff.
- 5.** Production plan comprises of:
 (a) Break even analysis
 (b) Human resource required to be procured.
 (c) Details of manufacturing process.
 (d) Channels of distribution
- 6.** What is brainstorming? 1
- 7.** Why do entrepreneurs need resources? 1
- 8.** What is leadership? 2
- 9.** What is meant by opportunity assessment? 2
- 10.** What is E-Commerce? 2
- 11.** What is meant by bank overdraft? 2

(4)

- 12.** State any three features of feasibility study? 3
- 13.** Differentiate between entrepreneurship and social entrepreneurship. 3
- 14.** What is meant by indirect channel of distribution? Explain any two indirect channels of distribution. 3
- 15.** What are the importance of Social Entrepreneurship? 3
- 16.** Explain the various types of costs with suitable examples. 4
- 17.** Briefly explain the steps involved in market survey. 4
- 18.** “Human beings require respect in the society”. Explain the esteem need of an individual according to Maslow’s Need Hierarchy Theory with the help of a labeled diagram. 4
- 19.** What is meant by business incubation? Briefly explain how incubators help start-ups get funding. 4
- 20.** “Entrepreneur is considered as an agent of progress in society”. In the light of the above statement explain the need of an entrepreneur in the development of a nation. 5

(5)

- 21.** The following information relates to a company, which produces plastic bottles. 1 + 2 + 2 = 5

Direct labour per unit ₹10.

Direct materials per unit ₹ 25

Variable overheads per unit ₹5

Fixed costs ₹30,000

Selling price per unit ₹100

Calculate:

- (a) Variable cost per unit
- (b) BEP in units
- (c) BEP in sales.

- 22.** “Barriers are not the same for all entrepreneurs in the society”. Identify and illustrate the barriers to entrepreneurship in the North Eastern Region. 5

- 23.** “Analysing the market environment is a pre-requisite for enterprise development”. Do you agree with the statement? Justify your answer. 6

Or

“Buy one get one free” is an example of one of the techniques of promotion mix. Name the technique. Explain any two other techniques of promotion mix.

(6)

- 24.** David is planning to start a hotel in Cherrapunjee. Enumerate the factors that will determine his working capital requirement. 6

Or

Ajay is considering various sources of debt financing for his steel producing company. Briefly explain the various sources that are available to him.

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