

Saraswat Vidyalaya's
Sridura Caculo College of Commerce and Management Studies
Khorlim, Mapusa – Goa

S.Y.B.Com. Third Semester End Examination – October 2019 (CBCS)

Duration: 2 hours Entrepreneurship Development Maximum Marks: 80

Instructions: 1. All questions are compulsory, however internal choice is available.

2. Answer sub questions in Question No. 1 and 2 in not more than 100 words.

3. Answer Question No. 3 to Question No. 6 in not more than 400 words.

4. Figures to the right indicate maximum marks allotted to question/sub-question.

5. Start each main question on fresh page.

Q.1) Write short notes on ANY FOUR of the following:-

(4x4=16)

- a. Sociological Theory of Entrepreneurship.
- b. Market research
- c. Project appraisal.
- d. Conceptual & Diagnostic Skills of Entrepreneurs.
- e. Entrepreneur v/s Intrapreneur
- f. Role of incubation centers.

Q.2) Write short notes on ANY FOUR of the following:-

(4x4=16)

- a. Agropreneur.
- b. Project Formulation.
- c. SWOT Analysis.
- d. Sources of business idea.
- e. Imitating & Innovative entrepreneurs.
- f. Contents of Project Report

Q.3A) State & explain the role of Entrepreneurs in Economic Development.

(12)

OR

Q.3B) Define an Entrepreneur & explain the qualities of a Successful entrepreneur

(12)

Q.4A) What is environmental Scanning? State the benefits of environmental Scanning.

(12)

OR

Q.4B) State & explain the techniques of Market Research in brief.

(12)

Q.5A) What is Project Report? State & explain its importance.

(12)

OR

Q.5B) State & explain the elements of Project Formulation

(12)

Q.6A) Briefly explain the Seven Sources of Purposeful innovation

(12)

OR

Q.6B) Explain the principles of purposeful innovation in detail.

(12)