

**SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA, GOA.**

S.Y.BCOM THIRD SEMESTER END EXAMINATION NOVEMBER 2023

ENTREPRENEURSHIP DEVELOPMENT-I (W.E.F 2018-19) (CBCS)

[Duration: Two Hours]

[Max 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) Market Research.
- b) Features of Intrapreneurs.
- c) Meaning of project appraisal.
- d) SWOT analysis.
- e) Sources of Business Ideas.
- f) Sociological Theory of Entrepreneurship.

Q2) Write short notes on **ANY FOUR** of the following:- (4x4=16)

- a) Innovation and risk taking functions of entrepreneur.
- b) Drone Entrepreneurs.
- c) Role of any one incubation centre in Goa.
- d) Desk Research.
- e) Project formulation.
- f) Concept of an Entrepreneurship.

Q3.A) Explain the role of entrepreneurship in economic development. (12)

OR

Q3.B) State and explain the various qualities of an entrepreneur. (12)

Q4.A) Explain in brief the recent trends in entrepreneurship. (12)

OR

Q4B) Explain the various techniques adopted for market research. (12)

Q5.A) Explain the steps involved in Identification of Business Opportunities. (12)

OR

Q5.B) Explain the various factors influencing environment scanning. (12)

Q6.A) Explain in brief the factors to be considered while selecting a project. (12)

OR

Q6B) Explain the principles of purposeful innovation as advocated by Peter Drucker. (12)