

2016
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 the 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. What is meant by business environment? | 1 |
| 2. Write the meaning of fund flow statement. | 1 |
| 3. Define management. | 1 |
| 4. Define zero level channel. | 1 |
| 5. What is meant by merger? | 1 |
| 6. Define entrepreneurial discipline. | 1 |
| 7. Distinguish between internal and external environment. | 3 |
| 8. State any three reasons for market assessment by small enterprises. | 3 |
| 9. Write any three advantages of CPM. | 3 |
| 10. State any three salient characteristics of management. | 3 |
| 11. Explain two types of resources required by an entrepreneur for establishing an enterprise. | 3 |
| 12. a. Explain any five important factors of external environment. | |
| Or | 5 |
| b. Explain any five analytical and statistical method of demand estimation. | |

13. **a.** Explain any five points for formulation of a good project report. 5
Or
b. Discuss any five factors determining the requirements of working capital.
14. **a.** Discuss five basic functions performed by management in modern business organisation. 5
Or
b. Explain five characteristics of small enterprise finance.
15. **a.** What is marketing mix? Discuss the four elements of marketing mix. 5
Or
b. State five important points of quality control.
16. **a.** Discuss the five stages of business growth. 5
Or
b. List five important rights of the consumer under the Consumer Protection Act, 1986.
17. **a.** Explain the eight elements involved in ascertaining market demand of a product. 8
Or
b. Discuss any eight steps involved in setting up of a small enterprise.
18. **a.** What is meant by network analysis? Distinguish between PERT and CPM. 8
Or
b. What are the factors that determine the size of working capital requirement?
19. **a.** Discuss the eight principles of management developed by Henry Fayol. 8
Or
b. Discuss the various types of growth strategies adopted by business firms.
