Code : 313303

B.COM (Professional) 3rd Semester Exam., 2015

ENTREPRENEURSHIP

Time : 3 hours   Full Marks : 60

Instructions :

(i) *The marks are indicated in the right-hand margin.*

(ii) *There are SEVEN questions in this paper.*

(iii) *Attempt FIVE questions in all.*

(iv) *Question Nos. 1 and 2 are compulsory.*

1. Fill in the blanks (any *six*) :   2×6=12

   (a) An entrepreneur is one ____.

   (b) Entrepreneurs are of following type ____.

   (c) Main features of entrepreneurship are ____.

   (d) Roles of entrepreneurship in economic development are ____.

   (e) Environmental factors influencing entrepreneurship are ____.

   (f) Kakinada Experiment tried to study ____.

(2)

   (g) Market assessment for products and services is done by ____.

   (h) Basis of market segmentation is ____.

   (i) SIDBI stands for ____.

   (j) Forms of ownership are ____.

2. Answer any *three* of the following :   4×3=12

   (a) What are the qualities of a successful entrepreneur? http://www.akubihar.com

   (b) What are the phases in entrepreneurship development programmes?

   (c) What is the role played by the National Institute for Entrepreneurship and Small Business Development (NIESBUD)?

   (d) Explain the functions of Technical Consultancy Organisations (TCOs).

   (e) Explain the role played by market survey for product selection.

Answer any *three* of the following :   12×3=36

3. Explain the nature and characteristics of entrepreneurship.

4. Explain the role of entrepreneurship in the economic development of the country.

5. What is the motivation for establishing enterprises for individuals? Explain briefly.

6. What are the problems of small-scale industry?

7. Briefly describe the advantages and disadvantages of sole proprietorship form of business.

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