

**Code : 313303**

**B.Com Professional 3rd Semester  
Exam., 2019**

**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. Choose the correct answer of the following  
(any six) : 2×6=12

(a) Which of the following shows the process of creating something new?

- (i) Business model
- (ii) Modeling
- (iii) Creative flexibility
- (iv) Innovation

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*( Turn Over )*

**( 2 )**

(b) Which one of the following gives suggestions for new product and also help to market new products?

- (i) Existing products and services
- (ii) Federal government
- (iii) Distribution channels
- (iv) Consumers

(c) Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?

- (i) Merger
- (ii) Minority interest
- (iii) Joint venture
- (iv) Majority interest

(d) The entrepreneur was distinguished from capital provider in

- (i) middle ages
- (ii) 17th century
- (iii) 18th century
- (iv) 19th and 20th century

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*( Continued )*

( 3 )

- (e) A person who managed large project was termed as the entrepreneur in the
- (i) earliest period
  - (ii) middle ages
  - (iii) 17th century
  - (iv) 19th and 20th century
- (f) Having less than 50 percent of equity share in an international venture is called
- (i) Joint venture
  - (ii) Majority interest
  - (iii) Minority interest
  - (iv) Exporting
- (g) Which one of the following is the process of entrepreneurs developing new products that overtime make current products obsolete?
- (i) New business model
  - (ii) Anatomization
  - (iii) None of the given options
  - (iv) Creative destruction

( Turn Over )

( 4 )

- (h) Which of the following is alternatively called corporate venturing?
- (i) Entrepreneurship
  - (ii) Intrapreneurship
  - (iii) Act of stating a new venture
  - (iv) Offering new products by an existing company
- (i) The activity which occurs when the new venture is started is called
- (i) motivation
  - (ii) business skills
  - (iii) departure point
  - (iv) goal orientation
- (j) Members of distribution channels are excellent sources for new ideas, because
- (i) they earn a handsome profit from new business <https://www.akubihar.com>
  - (ii) they are familiar with the needs of the market
  - (iii) they do not bother if entrepreneur bears a loss
  - (iv) they have well-developed sales force

( 5 )

2. Answer any *three* of the following questions :

4×3=12

- (a) What do you understand by concept of entrepreneurship?
- (b) What is the role and function of business incubators?
- (c) Differentiate between Internal and External growth strategies.
- (d) Describe briefly various determinants of entrepreneurship.
- (e) What is business idea? Describe in brief various sources of business idea.

Answer any *three* of the following questions :

12×3=36

- 3. Write a note on entrepreneurship and creative response to the society problems and at work.
- 4. "Entrepreneurship and intrapreneurship are not mutually exclusive, these are rather dependent on each other for the development of an economy." Explain.
- 5. Explain the role of Entrepreneur's Association and Self-help Groups as facilitators.

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( Turn Over )

( 6 )

6. Examine critically the government policies and programs to foster the growth of entrepreneurship.

7. What is industry analysis? Describe the types of industries and the strategies needed for each type.

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