

2020

ENTREPRENEURSHIP (OLD COURSE)

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 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.*

1. What is meant by business environment? 1
 2. Define the term enterprise management. 1
 3. What is marketing? 1
 4. Define operating cycle. 1
 5. What is meant by merger? 1
 6. Define human resources. 1
 7. List the steps involved in environmental scanning. 3
 8. Mention any three major physical factors required for setting up an enterprise. 3
 9. Write any three basic qualities of a sound enterprise. 3
 10. List any three assumptions of break even analysis. 3
 11. Write any three characteristics of management. 3
 12. **a.** Explain any five important sources of information used for environmental scanning. 5
- Or**
- b.** What is competitive situation analysis? Explain the Delphi technique. (2+3=5)

13. **a.** Distinguish between operating lease and finance lease. **5**
Or
b. Describe the common errors made by the entrepreneur in project preparation.
14. **a.** Distinguish between management and administration. **5**
Or
b. List any five important consideration to be kept in mind while deciding the plant lay out.
15. **a.** What is marketing mix? Explain the four P's of marketing mix. **1+4=5**
Or
b. What is meant by cost of capital? Discuss the components of cost of capital of business enterprise. **(2+3=5)**
16. **a.** Discuss the stages involved in enterprise life cycle. **5**
Or
b. Explain the five concepts of marketing.
17. **a.** Explain any eight steps involved in setting up an enterprise. **8**
Or
b. Explain regression analysis for demand estimation. Discuss the five factors of internal environment. **(3+5=8)**
18. **a.** Discuss the factors determining the requirement of working capital. **8**
Or
b. Explain the content of a project report.
19. **a.** Discuss the various external sources of recruitment. Explain the various methods of imparting training to an employee. **4+4=8**
Or
b. Discuss the Consumer Protection Act 1986. Also, bring out the various important rights to protect the consumer. **(2+6=8)**
