

**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. <b>a.</b> Explain any five important factors of external environment.                      |          |
| <b>Or</b>  | <b>5</b> |
| <b>b.</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.

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