GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS BORDA, MARGAO GOA

B. Com. (Sem. III) SEMESTER END EXAMINATION, OCTOBER 2019
ENTREPRENEURSHIP DEVELOPMENT (CC11)

Duration: 02 Hours
Max. Marks: 80

Instructions:
1. Attempt all questions
2. Answer sub questions in Q.1 and Q.2 in note more than 100 words
3. Answer Q.3 to Q.6 in not more than 400 words

Q.1 Answer any four from the following: (4x4=16 Marks)
   a) Describe Sociopreneurs in brief.
   b) What is SWOT analysis?
   c) Explain the Psychological Theory of Entrepreneurship.
   d) What is Social Cost Benefit Analysis?
   e) What is the meaning of Innovative entrepreneurs and Imitative entrepreneurs?
   f) Write a note on Incubation Centers.

Q.2 Answer any four from the following: (4x4=16 Marks)
   a) Explain the concept of Intrapreneurs.
   b) What is marketing research? Write any three objectives of marketing research.
   c) What are Self-help groups?
   d) What is the importance of a project report for an entrepreneur?
   e) Explain any four qualities an entrepreneur must possess.
   f) Define the term 'Innovation'. What are the different types of Innovations?

Q.3 Answer any one from the following: (12 Marks)
A) What is Entrepreneurship? Explain different types of Entrepreneurs according to Type of Business and Use of Technology.
B) What is Environmental Scanning? Explain various factors considered for Environmental Scanning?

Q.4 Answer any one from the following: (12 Marks)
A) What is a project report? Explain briefly contents of a project report.
B) Explain how an entrepreneur contributes to economic development in a country like India.

Q.5 Answer any one from the following: (12 Marks)
A) Illuminate the principles of purposeful innovation suggested by Peter Drucker.
B) Explain any three Recent Trends in Entrepreneurship.

Q.6 Answer any one from the following: (12 Marks)
A) Explain various Techniques of Marketing Research.
B) What are Incubation Centers? Highlight the role of Incubation Centers in assisting the upcoming entrepreneurs.

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