

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 not 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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