M.Com Sem- III Feb-2023 22/02/2023

Paper / Subject Code: 72212 / Group B: Business Studies (Management) : Entrepreneurial Management

Time: 2 Hours **Max Marks: 60**

N.B: 1) All questions are compulsory
2) Figures to the right indicate full marks

Q1) Answer the following (Any two) **(15)**

a) Discuss the factors affecting growth of entrepreneurship.
b) Write a detailed note on requirements of entrepreneurial structure.

OR

c) Discuss the steps involved to change entrepreneurial culture.

d) Elaborate on the Theory of Personal Resourcefulness.

Q2) Answer the following (Any two) **(15)**

a) Explain the significance of entrepreneurial environment
b) Comment on the problems of entrepreneurship in detail.

OR

c) Discuss the sources of development finance available to entrepreneurs.
d) Who is a social entrepreneur? Elaborate on the features of social entrepreneurship

Q3) Answer the following (Any two) **(15)**

a) Explain the concept & classification of project in detail.
b) Write a detailed note on Project Cycle.

OR

c) Elaborate on the steps involved in project formulation.
d) Is Project Evaluation essential? Discuss.

Q4 A) Fill in the blanks by choosing the appropriate options given below: **(05)**

a) Innovation Theory was propounded by _______.
(Philip Kotler / Joseph Schumpeter/Victor Vroom/ William Stanton)

b) ____ implies drive for friendly & close interpersonal relationships.
(Need for Achievement/Need for Affiliation/Need for Excelling/Need for Power)

c) Under ____ technique the possible features of a product or service are enlisted.
(Attribute Listing/Gordon Model/Brainwriting/Nominal Group Technique) .

d) _________is a macro environmental factor.
(Demographic/ Geographic/ Legal/ All of these)

e) P in the acronym PERT stands for _____.

(Programme/Prototype/Premier/Potential)

B) State whether the following statements are true or false **(05)**

a) Jeff Bezos is an example of first-generation entrepreneurs

b) Tax holiday is a type of fiscal assistance & incentive.

c) Project Design explains the various outputs of flow of events, prototypes & screen designs .

d) The initial capital used to start a business is called working capital.

e) Financial Analysis helps to analyze the economic value of the proposed project.

C) Match the following **(05)**

Group A	Group B
a. Smt. Shehnaz Hussain	1. Alex Osborn
b. Brainstorming	2. Project's Viability
c. Tool of Financial Analysis	3. Managers
d. Feasibility Analysis	4. Common size statements
e. Administrative Culture	5. Women Entrepreneur

OR

Q.5) Write short notes on (Any three) **(15)**

1) Marketing Assistance & Incentives

2) National Alliance of Young Entrepreneurs (NAYE)

3) Fiscal Assistance & Incentives

4) National Institute for Entrepreneurship & Small Business Development.

5) National Policy for Skill Development and Entrepreneurship 2015

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