

C 41413

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Name.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2013

(CCSS)

BB IV A 14/BC4 A14—ENTREPRENEURSHIP DEVELOPMENT

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consists of three bunches of questions carrying equal weightage. Each bunch has four questions. Answer all 12 questions.

A. Fill in the blanks :

- 1 An individual who starts a business but do not carry on the business for long period, but sells out and start another venture is called ——— Entrepreneur.
- 2 ——— means to introduce something new.
- 3 Social attitude is one of the important problems of a ——— entrepreneur.
- 4 An ——— industrial unit provides inputs to other industries.

B. Choose the correct answer from the alternatives given :

- 5 A small service enterprise is one in which the investment in plant and machinery does not exceed :
 - (a) Rs. 1 Crore.
 - (b) Rs. 2 Crores.
 - (c) Rs. 25,00,000.
 - (d) Rs. 5 Crores.
- 6 Single window system is instituted through :
 - (a) ICICI.
 - (b) KITCO.
 - (c) KSFE.
 - (d) DIC.
- 7 Which of the following is a network technique ?
 - (a) CAPM.
 - (b) CPM.
 - (c) CPV.
 - (d) IRR.
- 8 The difference between Sales and Variable Cost :
 - (a) Fixed cost.
 - (b) Profit.
 - (c) Contribution.
 - (d) Overhead.

C. Answer in one word :

- 9 The time period required to recoup the original investment is called as :
- 10 The excess of the maximum available time over the activity duration is termed as :

Turn over

- 11 The difference between Present value of future inflows and present value of outflows is called :
- 12 India's first technology park for Information Technology is.

(12 × ¼ = 3 v

Part B

*Answer all nine questions in one or two sentences each.
Each question carries a weight of 1.*

- 13 What is Business Incubator ?
- 14 What are Business Clusters ? Give one example.
- 15 What is IRR ? State its two advantages.
- 16 Define Network analysis.
- 17 Explain Line layout.
- 18 What do you mean by Feasibility Analysis ?
- 19 What is meant by Product mix ?
- 20 What is meant by Margin of safety ?
- 21 What do you mean by project formulation ?

(9 × 1 = 9 we

Part C

*Answer any five questions.
Each answer not to exceed one page.
Each question carries a weight of 2.*

- 22 What are Industrial estates ? State its advantages.
- 23 What are Incentives ? Explain the advantages of incentives and subsidies.
- 24 Is registration compulsory for SSI units ? What are the benefits of registration ?
- 25 What are the advantages and disadvantages of MSMEs ?
- 26 What are the services offered by SISI ?
- 27 Explain the different incentives offered to industries set up in backward areas.
- 28 Distinguish between Entrepreneur and Manager.

(5 × 2 = 10 weight

Part D

*Answer any two questions.
Each question carries a weight of 4.*

- 29 Define Entrepreneur. Explain the factors influencing entrepreneurial growth.
- 30 Define project report. Explain the contents of a project report.
- 31 State and explain the essential qualities of a successful entrepreneurs.

(2 × 4 = 8 weight