

M.Com [Part – II]
-: Business Management Group :-
Entrepreneurship Management
(Paper- V) (DEC- 2017)

Q.P. Code :08108

[Time: 3 Hours]

[Marks:100]

- N.B:** Please check whether you have got the right question paper.
1. Question No. 1 is compulsory.
 2. Attempt any four questions from the remaining.
 3. All questions carry equal marks.

- | | | |
|------------|--|-----------|
| Q.1 | Explain the following concepts (Any four): | 20 |
| | a. Environmental Analysis | |
| | b. KPO | |
| | c. Entrepreneurship | |
| | d. Working capital. | |
| | e. Project Report | |
| | f. EDC | |
| | g. Mergers | |
| Q.2 | Describe the characteristics that are necessary to become a successful Entrepreneur. What factors contribute to Entrepreneurship Development in India? | 20 |
| Q.3 | What factors influence the capital Structure and the fixed Capital requirements of a firm? | 20 |
| Q.4 | Explain the various methods of generating Business Ideas. Discuss the areas of feasibility study. | 20 |
| Q.5 | Discuss the need and importance of Rural Entrepreneurship. Elaborate on the various schemes available to encourage Indian Women Entrepreneurs. | 20 |
| Q.6 | State and explain the various incentives and assistances offered to the entrepreneurs by the government. What are the objectives of Entrepreneurship Development Programme (EDP)? | 20 |
| Q.7 | Case study :
Suggest a feasible line of business with a limited capital Investment of Rs. 3, 00,000/-. Draw a business plan giving a break-up of capital investment along with the risk factors attached for the suggested line of business. Also describe the marketing strategies that will be adopted to attract more business.
The students are expected to include the following in the answer. | |
| | a. Detailed business plan along with the risk factors | 10 |
| | b. Marketing strategies. | 10 |

Entrepreneurship Andbusiness Management Nquestion Papers

Shasha Hu



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