

CS/B.TECH (TT)/SEM-8/TT-802A/2012

2012

ENTREPRENEURSHIP DEVELOPMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Objective Type Questions)

1. Define the following : 10X1 = 10

- i) Creativity
- ii) Entrepreneurship
- iii) Medium Scale Entrepreneurship
- iv) Commodity
- v) Electronic Commerce
- vi) Export Processing Zone (EPZ)
- vii) Joint Venture
- viii) Venture Capital
- ix) PERT
- x) Economic Development.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3X5 = 15

- 2. Give the classification of enterprises according to 'Micro, Small and Medium Enterprise Development Act'.
- 3. Discuss the various sources of industrial disputes. What do you mean by Industrial Dispute Act ?
- 4. What are the probable causes of Entrepreneurial failure or

when does a project fail ?

5. Give an account of functions performed by Technical Consultancy Organisations (TCOs).

6. Give an account of the role / responsibilities to be played by small business owner.

7. What are the factors to be considered for selecting a place for establishing a new textile plant ? Explain them briefly with examples.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. State why a business plan is needed for an enterprise. Give the structure or outline of such business plan. $3 + 12$

9. What is Marketing Mix ? Explain the components of 4Ps with a suitable hypothetical example. What do you mean by channels of distribution ? Explain market segmentation.

$2 + 8 + 3 + 2$

10. Distinguish between an entrepreneur and a manager.

Identify and write the steps involved in setting up a small scale industry. What are the inputs required for setting up an enterprise ? $3 + 8 + 4$

11. Define the term 'project'. How will you classify the projects ?

What is network analysis ? Distinguish between CPM and PERT techniques of network analysis. $2 + 5 + 3 + 5$

12. a) What is fixed cost ?

b) What is margin of safety ?

c) What is meant by break-even point ?

d) What are the advantages of break-even analysis ?

e) From the following information of a manufacturing

industry, find out the following :

i) Profit Volume ratio

ii) Fixed cost

iii) Sales volume to earn a profit of Rs. 4,800.

Given : Sales — Rs. 1,80,000, Profit — Rs. 20,000,

Variable cost — 60% of sales. 2 + 2 + 2 + 3 + 6

13. What is financial management ? What are the characteristics of equity share ? What are the advantages of Debentures ?

Distinguish between preference share and equity share.

Describe the nature and functions of Industrial Financial

Corporation of India (IFCI). 2 + 3 + 3 + 3 + 4

14. Give the characteristics of a successful Indian entrepreneur and state how to analyse the performance of an entrepreneur.