

2013

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. Answer/define any *ten* of the following : $10 \times 1 = 10$

- i) Innovation.
- ii) A difference between small and medium manufacturing enterprises.
- iii) Micro-enterprise.
- iv) Cooperative Entrepreneurship.
- v) Market segmentation.
- vi) Export Processing Zone (EPZ).
- vii) Venture Capital.
- viii) Dividend.
- ix) Debt financing.
- x) Financial Plan.
- xi) Fabian Entrepreneur.
- xii) Equity share.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Describe the major functions of District Industries Centre (D.I.C.)

3. What are the factors to be considered for selecting a plant location ?
4. What are the probable causes of Entrepreneurial failure or when does a project fail ?
5. What is network analysis ? Distinguish between PERT and CPM techniques.
6. Explain various factors that influence plant layout.

GROUP – C

(Long Answer Type Questions)

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

7. Give the distinctions between administration and management. What are meant by business opportunities ?

Explain the various sources of business or product idea.

What is Business Plan ? State why a business plan is prepared for an enterprise. $3 + 1 + 6 + 2 + 3$

8. Define Marketing Mix. Explain the four general activities involved in product marketing with a suitable hypothetical example. What do you mean by channels of distribution ?

Explain market segmentation. $2 + 8 + 3 + 2$

9. What are the characteristics of successful entrepreneur ?

Distinguish between a public company and a private company. Classify the various causes of industrial disputes.

What are the inputs required for setting up an enterprise ?

$3 + 3 + 6 + 3$

10. a) Draw Average Fixed Cost curve. Give an example of Fixed Cost. $2 + 1$

b) Why does the Short Run Total Cost Curve not go through the origin ? What is break-even ? What is margin of safety ? $2 + 1 + 2$

c) A manufacturer sells 300 units per month at Rs. 20 per unit. Fixed expenses are Rs. 600 per month and variable cost is Rs. 12 per unit. He proposes to reduce price by 10%. What are the present and future profit-volume ratios ? How many more units he must sell to earn existing total profit ? What is the amount of profit of break-even ? If the price per unit is Rs. 15 and variable cost per unit is Rs. 12, what is the amount of contribution per unit ? 5 + 1 + 1

11. What is financial management ? Mention three differences between share and debenture. What are the different kinds of capital that are used by an enterprise ? Give examples of each kind of capital. Mention any short term source of finance available to an entrepreneur. State the functions of Industrial Development Bank of India. What is overdraft ?

2 + 3 + 2 + 2 + 1 + 4 + 1

12. What is project appraisal ? Give an outline of a successful Indian entrepreneur and analyse his performance. 3 + 12