

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM-GOA**

SEMESTER END EXAMINATION, JUNE 2022

Semester: II OF BA/BSC

Course Title: GE Entrepreneurship Development II Course Code: ECG 102

Total marks: 80 Date: Duration: 2 hrs Total No of pages: 02

Instructions: 1. All questions are compulsory
2. Figures to the right indicate marks
3. Answer sub questions 1 and 2 not more than 100 words
4. answer sub questions 3 to 6 not more than 400 words

Q1) Answer any four from the following questions: (4 X 4 = 16)

- 1) Distinguish between perfect competition and monopoly.
- 2) Which strategy can be selected to prevent entry of new firms in the market?
- 3) How can you prove that flow of funds analysis is useful in business organization?
- 4) What do you understand by Marketing?
- 5) Summarize the relationship between advertising and price.
- 6) Explain use of product innovation in business as marketing strategy.

Q2) Answer any four from the following questions: (4 X 4 = 16)

- 1) Write a short note on types of inventories.
- 2) Human resource management is a multidisciplinary subject. Interpret.
- 3) Arrange the inventory management process in an ascending order.
- 4) What is the relationship between income tax and entrepreneurship?
- 5) Explain the concept of Value Added Tax (VAT).
- 6) Custom duties have significant advantages. Justify.

Q3) A. Describe the three main types of financial statements in business organization.

OR (12)

Q3) B. Give a comparison between Cost plus pricing and Marginal cost pricing.

Q4) A. Analyze the four main P's of marketing mix.

OR (12)

Q4) B. Explain function of exchange as a function of market.

Q5) A. Evaluate the strategies used in inventory management.

OR (12)

Q5) B. Prove that Human resource management is a very important function in every organisation.

Q6) A. Explain the Shops and Establishment Act, 2016.

OR

(12)

Q6) B. Critically evaluate the Factories Act 1948.