

CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE FOR WOMEN,
SEMESTER END EXAMINATION, NOVEMBER, 2022

Semester: III

Subject: Commerce

Paper name and Code: Entrepreneurship Development (CC11) UCOC107

Duration: 2Hours

Date: 17/11/2022

Total Marks: 80

*Instructions: 1) All questions are compulsory
2) Figures to the right indicate marks*

- Q1) Answer any FOUR out of SIX. (4x4=16)
- a. Psychological theory of entrepreneurship.
 - b. Entrepreneur v/s Intrapreneur.
 - c. Features of self-help groups.
 - d. Benefits of environment scanning.
 - e. Meaning of marketing research.
 - f. Any four sources of project Idea.
- Q2) Answer any FOUR out of SIX. (4x4=16)
- a. Importance of project formulation.
 - b. Break even analysis as a technique of project appraisal.
 - c. Functions of incubation centres.
 - d. Process need as a symptom of purposeful innovation.
 - e. Factors considered for project selection.
 - f. Incongruities as a symptom of purposeful innovation.
- Q3) a. Entrepreneurs have unique traits. Discuss (12marks)
Or
b. Explain in brief any four types of entrepreneurs. (12 marks)
- Q4) a. Entrepreneurs help in the economic development of a country. Discuss. (12marks)
Or
b. Describe any three techniques of collecting primary data. (12 marks)
- Q5) a. Explain in brief any four elements of Project Formulation. (12 marks)
Or
b. Describe the steps in identification of business opportunities. (12 marks)
- Q6) a. List the contents of a project report. (12 marks)
Or
b. Write in brief the principles of purposeful innovation. (12 marks)