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Name.....

Reg. No.....

**FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020**

(CUCBCSS—UG)

B.Com./B.B.A.

**A 13—ENTREPRENEURSHIP DEVELOPMENT**

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

(A) Choose the correct answer :

- 1 Which of the following is a national level apex organisation of young entrepreneurs ?
  - (a) TCS.
  - (b) TCO.
  - (c) NAYE.
  - (d) NSIC.
- 2 When an enterprise is launched by married couple, they are called :
  - (a) Copreneurs.
  - (b) Couple preneurs.
  - (c) Intrapreneurs.
  - (d) Ontreneurs.
- 3 Entrepreneurship is a :
  - (a) Service.
  - (b) Product.
  - (c) Project.
  - (d) Discontinuous process.
- 4 The investment limit for small enterprises in service activity is :
  - (a) Rs. 15 Crore.
  - (b) Rs. 10 Crore.
  - (c) Rs. 5 Crore
  - (d) Rs. 2 Crore.
- 5 Decision regarding factory design is a part of :
  - (a) Financial Analysis.
  - (b) Network Analysis.
  - (c) Technical Analysis.
  - (d) Social Cost Benefit Analysis.

**Turn over**

(B) Fill in the blanks :

- 6 NIESBUD stands for \_\_\_\_\_.
- 7 A proposal involving capital investment to provide goods and services is called \_\_\_\_\_.
- 8 \_\_\_\_\_ are set up in the head quarters of each district.
- 9 \_\_\_\_\_ entrepreneurs are of craftsman type.
- 10 The women entrepreneurs trained through specialized training programme are called \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

*Answer any eight questions in two or three sentences.*

*Each question carries 2 marks.*

- 11 What is entrepreneurship ?
- 12 What do you mean by brain drain ?
- 13 What is feasibility report ?
- 14 What is product lay out ?
- 15 What is a normal project ?
- 16 Who is a forced entrepreneur ?
- 17 What is an ancillary unit ?
- 18 What is meant by achievement motivation ?
- 19 Give the meaning of Fabian entrepreneurs.
- 20 Write up the two functions of KFC.

(8 × 2 = 16 marks)

### Part C (Short Essays)

*Answer any six questions.*

*Each question carries 4 marks.*

- 21 Explain the phases of EDP.
- 22 How can we solve the problems of women entrepreneurs ?
- 23 State the advantages of MSMEs.

- 24 Describe the functions of KINFRA.
- 25 Explain the phases of project management.
- 26 What are the objectives of ED Clubs ?
- 27 How will you assess the working capital requirement of a project ?
- 28 Write a note on Start Ups in India.

(6 × 4 = 24 marks)

**Part D (Long Essays)**

*Answer any two questions.*

*Each question carries 15 marks.*

- 29 Define a project report. Explain what are the contents of it.
- 30 Explain the measures taken by Government of Kerala to promote entrepreneurial development.
- 31 "An entrepreneur is an opportunity seeker". Discuss.

(2 × 15 = 30 marks)