

**FIFTH SEMESTER B.A./B.Sc./B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2017**

(CUCBCSS—UG)

Open Course

BCM 5D 02—BASICS OF ENTREPRENEURSHIP AND MANAGEMENT

Time : Two Hours

Maximum : 40 Marks

Part A

Answer all questions.

Each question carries 1 mark.

Fill in the Blanks :

- 1 _____ Leadership gives complete freedom to subordinates.
- 2 _____ entrepreneur are shy and lazy and they neither introduce new changes nor adopt new methods innovated by other entrepreneur.
- 3 _____ are entrepreneurial couples who work together as co-owners of their business.
- 4 Authority and responsibility are _____ to each other.

(4 × 1 = 4 marks)

Part B (Short Answer Questions)

Answer any five questions.

Each question carries 2 marks.

- 5 Define Entrepreneur.
- 6 Define staffing.
- 7 What is leadership ?
- 8 What is direction ?
- 9 What is informal organisation ?
- 10 What is span of control ?
- 11 Who is an Intrapreneur ?

(5 × 2 = 10 marks)

Turn over

Part C (Short Essay Questions)

*Answer any **four** questions.*

Each question carries 4 marks.

- 12 What are the different forms of business organizations ?
- 13 What is an EDP ? Discuss the different phases of EDP.
- 14 "Management is a science and an art". Discuss.
- 15 What do you mean by management ? Discuss the different levels of management.
- 16 Explain the difference between management and administration.

(4 × 4 = 16 marks)

Part D (Essay Questions)

*Answer any **one** question.*

The question carries 10 marks.

- 17 What are the qualities required for a successful entrepreneur ?
- 18 What is Business ? Discuss its social responsibility.

(1 × 10 = 10 marks)