



**MAW-010-001305**

Seat No. \_\_\_\_\_

**B. B. A. (Sem. III) (CBCS) Examination**

**October / November – 2016**

**305 : Entrepreneurship Development**

*(New Course)*

**Faculty Code : 010**

**Subject Code : 001305**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

- Instructions :** (1) It is compulsory to attempt all questions.  
(2) Right side figures denote the marks of question.

- 1 Define “Entrepreneur” and “Entrepreneurship”. Which 14  
are the characteristics of an Entrepreneur ?

**OR**

- 1 Write detailed note on Time Management and Talent 14  
Management.
- 2 Which are the newer ways and means of selling products 14  
of SMEs ?

**OR**

- 2 What do you mean by sales forecasting ? Explain the 14  
techniques of sales forecasting.
- 3 Write note on internal and external sources of finance 14  
for SMEs.

**OR**

- 3 What is Profit Planning ? Explain BEP analysis with 14  
diagramatical presentation.

- 4 Explain the concepts of 'cost control' and 'cost reduction'. 14  
Which are the areas of cost control and cost reduction ?

**OR**

- 4 Write detailed note on Product cost and Project cost. 14
- 5 What do you mean by EDP ? Which are the objectives 14  
of EDP ?

**OR**

- 5 Write a detailed note on institutional support system 14  
for Entrepreneurial Development.

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