



**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**  
diagrammatical 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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