



HCW-010-001305

Seat No. _____

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

October / November - 2017

Entrepreneurship Development : Paper - 304

(Old Course)

Faculty Code : 010

Subject Code : 001305

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

[Total Marks : 70

Instructions :

- (1) Attempt all the questions on the basis of internal option.
- (2) All the questions are compulsory.
- (3) All the questions carry equal marks.

1 Define entrepreneur and discuss the functions and characteristics. 14

OR

1 (A) Writes a note of "Time Management". 7
(B) Write a critical note on "Talent Management". 7

2 Discuss the significance of consumer relationship marketing in the modern world. 14

OR

2 What is product diversification? Explain various forms of product diversification. 14

3 (A) Briefly explain the Internal and External sources of fund. 7

(B) Discuss various factors affecting capital structure. 7

OR

3 (A) Briefly explain the causes and remedies for overcapitalization. 7

- (B) Briefly explain the institutional framework for financing the small scale industries. 7
- 4 What is budgeting control ? State advantages and limitations of budgetary control system. 14
- OR**
- 4 (A) What is break - even point ? Explain the managerial uses of break-even analysis. 7
- (B) Critically discuss the importance of profit planning. 7
- 5 Critically discuss the role, relevance and achievements of EDP in India. 14
- OR**
- 5 (A) Briefly discuss the role of Govt. in organizing EDP. 7
- (B) Explain the role played by the District Industries Centres (DICs) in the development of entrepreneurship. 7
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