



JAH-010-001305

Seat No. _____

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

November - 2019

Entrepreneurship Development : 305

(Old Course)

Faculty Code : 010

Subject Code : 001305

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

[Total Marks : 70

- Instructions :** (1) All questions are compulsory.
(2) Figures to the right indicate the marks.

1 Explain the term "Entrepreneur" in detail. Also define "Entrepreneurship", along with its functions. 14

OR

1 Write a note on : 7+7
(a) Characteristics of entrepreneur.
(b) Talent management.

2 Describe the pre-conditions to conduct good marketing. 14
Explain in detail newer ways and means of selling products.

OR

2 Write a note on : 7+7
(a) Product diversification.
(b) Objectives of sales forecasting.

3 Write a detailed answer on internal and external sources of fund. 14

OR

3 Write a note on : 7+7
(a) Break even analysis.
(b) Operating cycle.

4 Describe in detail the concept of Product cost and Project cost. 14

OR

4 Write a note on : 7+7
(a) Costing techniques.
(b) Why is cost controlling so much vital for a business ?

5 What is EDP ? Explain phases of EDP in detail. Also, 14
mention the problems faced in achieving success of EDP.

OR

5 Write a note on : 7+7
(a) Any two institutional support for ED
(b) Explain role of government in organizing EDPs.
