

2020

ENTREPRENEURSHIP DEVELOPMENT — MAJOR

Eighth Paper

Full Marks : 100

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

Answer *any two* questions

1. (a) Who is an entrepreneur?
(b) Explain the qualities of an entrepreneur.
(c) Discuss the characteristics of an entrepreneur. 5+10+10
2. (a) Define motivation.
(b) Discuss the motivating factors that insists an entrepreneur to enter into the industry.
(c) Explain in brief the challenges of motivation. 4+15+6
3. (a) What is business ethics?
(b) Explain the principles of business ethics.
(c) Discuss the relationship between social responsibility and business ethics. 5+10+10
4. (a) Explain the steps to start a business.
(b) Discuss different leadership styles. 12+13
5. (a) Explain different special schemes for technical entrepreneur.
(b) Discuss the steps involved in decision making. 12+13
6. Write short notes on (*any two*) : 12½×2
 - (a) Creativity
 - (b) Non-verbal communication
 - (c) Entrepreneurial traits
 - (d) Attitude and belief
 - (e) SWOT Analysis
 - (f) Stress management.

Please Turn Over

Group - B

Answer *any two* questions

25×2

7. (a) Discuss the causes behind sickness in small scale industries in India.
(b) Explain the remedial measures to combat the situations. 12+13
8. (a) Mention two ratios for measuring solvency, two ratios for measuring stability and two ratios for measuring profitability of a business.
(b) Discuss the importance of financial ratio analysis in accounting.
(c) Explain the objectives of Fund Flow Statement. 9+9+7
9. (a) What are the 4 Cs and 4 Ps of marketing?
(b) What is Product Life Cycle (PLC)?
(c) Explain the stages of PLC with the help of a diagram. 7+9+9
10. (a) Discuss the functions of production management.
(b) Write short notes on :
Economic Order quantity and Value analysis. 12+(7+6)
11. (a) What is meant by Working Capital?
(b) Discuss the factors that should be considered to forecast working capital.
(c) Discuss the importance of working capital in any business concern. 4+12+9
12. Write short notes on (*any two*) : 12½×2
(a) Project Evaluation Review Technique (PERT)
(b) Patents
(c) Economic Viability
(d) Quality Assurance
(e) Plant layout
(f) Pollution Control.
-