

(i) Printed Pages : 3]

Roll No.

(ii) Questions : 9]

Sub. Code :

0	8	3	3
---	---	---	---

Exam. Code :

0	0	1	5
---	---	---	---

**Bachelor of Commerce 5th Semester
Examination**

1127

ENTREPRENEURSHIP AND SMALL BUSINESS

Paper : BCM-505

Time : 3 Hours]

[Max. Marks : 80

Note :- In Section A, attempt any *four* questions out of six.
Section B and Section C contain four questions each. Attempt any *two* from each. Each question of Section A carries 5 marks and each question of Section B and C carries 15.

Section-A

1. Explain the following :

(i) Entrepreneur vs. Manager

(ii) Conglomerate and concentric diversification

NA-112

(1)

Turn Over

- (iii) Business vs. Profession
- (iv) Relevance of EDPs
- (v) Product Life Cycle
- (vi) Need of Growth and Diversification 5×4=20

Section-B

- 2. Define Entrepreneurship. Discuss the role and theories of entrepreneurship.
- 3. What are the various steps taken by Government to promote women entrepreneurship in India ?
- 4. Define an Entrepreneurial Development Programme. Discuss the phases in organizing EDPs.
- 5. Discuss the various factors affecting socio-economic environment of entrepreneurship in India. 15×2=30

Section-C

- 6. What is a Small Business ? Explain the start-up process of a small business in India.
- 7. What are the various exemptions available to SSIs in India ? Explain in detail.

8. Discuss the role of technology in development of small scale industries in India.
9. What do you mean by Product Management ? Discuss the main components of Marketing Management.

15×2=30