

PG Even Semester (CBCS) Exam., May—2017

COMMERCE

(2nd Semester)

Course No. : COMOC-203

(Entrepreneurship and Small Business
Management)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Distinguish between entrepreneur and intrapreneur. Discuss the importance of entrepreneurship in economic development. 4+10=14
2. Write notes on the following : 7×2=14
 - (a) Traits of successful entrepreneur
 - (b) Social entrepreneurship

UNIT—II

3. Discuss the role of small-scale industries for the economic development of India. 14
4. Discuss various methods of project appraisal. 14

UNIT—III

5. Discuss the role of SIDBI and DIC & C for the industrial development. 14
6. Explain various issues related to human resource management or Marketing Management. 14

UNIT—IV

7. Discuss the challenges and opportunities of entrepreneurship and small business development in North-East India. 14
8. Write short notes on the following : 7×2=14
 - (a) Customer Relationship Management
 - (b) Total Quality Management

(3)

UNIT—V

9. Discuss the various sources of finance for entrepreneurship development in India. 14
10. Write short notes on the following : 7×2=14
- (a) Environment analysis
 - (b) Marketing mix

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