

PG Even Semester (CBCS) Exam., May—2018

COMMERCE

(2nd Semester)

Course No. : COMOC-203

(Entrepreneurship of 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. Define Entrepreneurs. Mention the traits of entrepreneurs. Discuss the factors that determine the emergence of entrepreneurship. 4+4+6=14
2. Write short notes on any *two* of the following : 7×2=14
 - (a) Entrepreneur vs. Intrapreneur
 - (b) Entrepreneurial culture
 - (c) Social entrepreneurship

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(Turn Over)

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. Write a note on marketing management of small-scale industries. 14
6. Write short notes on any *two* of the following : 7×2=14
 - (a) SISI
 - (b) DIC
 - (c) SIDBI
 - (d) Financial management

UNIT—IV

7. Write a note on total quality management. 14
8. Discuss the challenges and opportunities of (a) entrepreneurship and (b) small business development in North-East India. 7+7=14

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(Continued)

(3)

UNIT—V

9. What do you mean by environmental analysis? Discuss the importance of environmental analysis at the time of setting up of a new venture. 4+10=14
10. Write short notes on the following : 7×2=14
- (a) Contingency planning
 - (b) Venture capital

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