

Exam. Code : 108504
Subject Code : 2794

B.Com. 4th Semester

ENTREPRENEURSHIP AND SMALL BUSINESS

Paper : BCG-403

Time Allowed—Three Hours] [Maximum Marks—50

SECTION—A

Note :— Attempt any TEN questions. Each question carries
1 mark.

1. (i) Fabian Entrepreneurship
- (ii) Marketing Mix
- (iii) Name the needs of Maslow's Need Hierarchy Theory
- (iv) Internal problems of SSI's
- (v) Innovation
- (vi) Product Life Cycle
- (vii) NIESBUD
- (viii) Name the needs of McClelland's Three Need Model
- (ix) Bridge Finance
- (x) Venture Capitalist. 10×1=10

SECTION—B

Note :— Attempt any **TWO** questions. Each question carries **10** marks.

2. Define Women Entrepreneurs. Discuss the various factors which motivate and facilitate women entrepreneurs to undertake entrepreneurial ventures.
3. Discuss the various problems obstructing the growth of entrepreneurship.
4. What do you mean by Entrepreneurial Development Programme (EDP) ? Discuss the essentials of Entrepreneurial Development Programmes. Give suggestions for making EDP effective.
5. What role is played by commercial banks for the development of SSIs ? Discuss the financial assistance given by commercial banks to SSIs. $10 \times 2 = 20$

SECTION—C

Note :— Attempt any **TWO** questions. Each question carries **10** marks.

6. What is Risk Analysis ? How Uncertainty can be managed ?
7. What is a Project Life Cycle ? Discuss in detail all the Network planning techniques.
8. Do you agree that 'Institutional support acts as limbs of SSIs'. Discuss in detail.
9. Define a sick industry. Explain in detail, the various causes of Industrial Sickness in India. $10 \times 2 = 20$