

(i) Printed Pages : 3]

Roll No.

(ii) Questions : 9]

Sub. Code :

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Exam. Code :

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**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

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(1)

Turn Over

(iii) Business vs. Profession

(iv) Relevance of EDPs

(v) Product Life Cycle

(vi) Need of Growth and Diversification $5 \times 4 = 20$

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. $15 \times 2 = 30$

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

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Section-A

Explain the following

Entrepreneurship in Manager

(b) Components and categorizing classification

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(3)