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IV Semester B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CCSS – Reg./Supple./Imp.) Examination, May 2015 GENERAL COURSE 4A11 COM/BBA/BBA (T)/BBA (RTM) : Entrepreneurship (2012 Admn. Onwards)

Time : 3 Hours

Max. Weightage: 30

PART-A

This Part consists of **two** bunches of questions carrying **equal** weightage of **one**. **Each** bunch consists of **four** objective type questions. Answer **all** questions.

l.	1.	applied the word entrepreneur to business for the first time.						
		a) Fabian		b) Richard Can	tillon			
		c) Peter Druck	ker	d) Schumpeter				
	2.	is :	someone who has star	ed his first entrepr	eneurial venture.			
		a) Novice		b) Classical				
		c) Modern	epreneur					
	3are entrepreneurial couples as co-owners of business.							
		a) Social	b) Copreneurs	c) Fabian	d) Drone			
2. 3. 4.	According to Schumpeter,		is the most important function of a					
		a) Innovation		b) Creativity				
		c) Skill		d) Knowledge	(W=1)			
11.	5.	units provide inputs to other industries.						
		a) Ancillary	b) KFC	c) DIC	d) MSME			

6.	was set up in the year 1972	2.		
	a) MSME	b)	DIC	
	c) KITCO	d)	KFC	
7.	Technical entrepreneurs are extremely		oriented.	
	a) Task 329000 JA	b)	Money	
	c) Profit	d)	Society	
8.	Enterprise is a			
	a) Person	b)	Business unit	
	c) Risk taker	d)	None of these	(W=1)
	PART -	-B	onsists of two bonches of	

Answer any eight questions in one or two sentences each. Each question carries a weightage of one.

- 9. Define entrepreneurship.
- 10. What is locational mobility ?
- 11. What is NAYE?
- 12. What are industrial clusters ?
- 13. What is motivation ?
- 14. What do you mean by incentive ?
- 15. Write down any two functions of SIDO.
- 16. What are the internal factors that motivate entrepreneurs?
- 17. Who is innovating entrepreneur?
- 18. What is skill ?

 $(W=8\times1=8)$

PART-C

Answer any six questions. Answer not to exceed one page. Each carries a weightage of two.

19. What are the psychological factors affecting entrepreneurial growth?

20. Who is an intrapreneur ? Explain.

- 21. Explain the characteristics of MSMEs.
- 22. What do you mean by industrial estates ? Explain its features.
- 23. Describe the role of DICs in promoting industrialisation.
- 24. Explain the need for EDPs.
- 25. What are the different types of small-scale industries ?
- 26. Explain the problems of women entrepreneurs.

(W=6×2=12)

PART-D

Answer any two. Each question carries a weightage of four.

- 27. Explain the environmental, personal and social barriers to entrepreneurship.
- 28. Explain the entrepreneurial motivation theories.
- 29. Discuss the importance of KITCO in the entrepreneurial growth of Kerala.

 $(W=2\times4=8)$