

2018
COMMERCE
MCO : 303:
ENTREPRENEURSHIP MANAGEMENT
Full Marks : 80
Time : 3 Hours

The figures in the margin indicates full marks for the questions

1.Objective type questions

1x12=12

A.State the correct answer:

- (i) The basic objective of EDP is to
- (a) Introduce about Entrepreneurship (b) Induce n ach
(c) Provide Funds (d) None of these
- (ii) 'Need for Achievement' is the outcome of the behavioural check experiment made by:
- (a) Josheph A.Schumpeter (b) Peter Drucker
(c) David C. McClelland (d) Douglas McGregor
- (iii) The duration of an EDP is generally for a period of:
- (a) 3 weeks (b) 4 weeks
(c) 5 weeks (d) 6 weeks

B.State whether each of the following statement is true or false

- (i) It is not must for the small-scale enterpr;rise to prepare the project report.
- (ii) Intellectual Property means buying intellectual.
- (iii) Utility patent is granted to the inventor for the life-long use of invention.
- (iv) The trademark that did not have any relationship between the mark and the goods or services is called arbitrary trademark.

(v) Social entrepreneurship implies discharging social responsibilities by entrepreneurs.

c. Fill in the blanks

(i) Patent granted for new products, processes, machines, and methods of manufacturing is called _____ patent.

(ii) The distinctive mark used for service industries is called _____ Mark.

(iii) The combination of different types of markets of product is called _____ Mix.

(iv) SIDBI is the first bank set up to exclusively provide fund to _____ enterprises.

iv. Explain why patent is required? Also Describe what can be patented and how? 5+7=12

v. "Entrepreneurs doesnot emerge spontaneously ,but is the phenomenon of economic, social ,political and psychological factors" .Discuss 12

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2. Answer the following questions

5x4=20

1. Write an explanatory notes on Credit Guarantee Scheme.
2. Enumerate the various stages in formulation of a business plan.
3. Discuss the major problems of marketing of small industry products.
4. Discuss the sources available for raising short term loans required by a small scale enterprise.

3. Answer any four questions from the following:

12x4=48

- i. What are the main Functions of SIDBI. Discuss the Various types of assistance SIDBI provides to Small Enterprise? 5+7=12
- ii. What is advertising? Suppose ,an entrepreneur manufacturing traditional Dokhona wants to advertise its product ,what promotional tool,he/she should use for informing customers about its product and why explain? 10
- iii. Outline the need for and objectives of EDP. Also discuss the course contents and curriculum of an EDP? 5+7=12