63/2 (SEM-2) MCO 203

2022

COMMERCE

(Theory Paper)

Paper Code : MCO 203

(Entrepreneurial Development)

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Choose the correct answer :　　　　1×6=6

(i) Entrepreneurship is a

(a) dynamic and risky process

(b) dynamic and easy process

(c) profession which needs no creativity

(d) All of the above

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(ii) Entrepreneurship is an art of finding creative solution to the problem.

    (a) True   (b) False

(iii) Idea is generated through

    (a) vision   (b) debate

    (c) experience   (d) None of the above

(iv.) Indian entrepreneur who is sometimes referred to Indian Bill Gates is

    (a) Azim Premji   (b) L. N. Mittal

    (c) G. D. Birla   (d) N. R. Narayan Murty

(v) Select the appropriate one

    (a) Reliance Industry – Anil Ambani

    (b) Air India Limited – Government of India

    (c) Sun Pharmaceutical – Dilip Shanghvi

    (d) Google – Sunder Pichai

(vi) An intrapreneur is

    (a) innovative and creative

    (b) owner of an enterprise

    (c) agent of government

    (d) None of the above.

2. Answer the following questions :   2×5=10

    (i) What types of entrepreneurship are found in

        (a) innovative driven economy and

        (b) factor driven economy ?

    (ii) What is business idea ?

    (iii) Write the differences between innovation and creativity.

    (iv) What is feasibility study ?

    (v) Why is culture given a great importance to entrepreneurship ?

3. Answer any *six* of the following questions :
    5×6=30

    (i) Define entrepreneurship. Write the naure of entrepreneurship.   2+3=5

    (ii) How will an entrepreneur seize the opportunities in agriculture in India.

    (iii) What is EDP ? Why is EDP necessary for entrepreneurs ?   2+3=5

    (iv) 'Entrepreneurs are made not born'. Justify.

    (v) How does technological innovation bring changes in an enterprise ? Explain with a proper example.

(vi) Write short notes on :

(a) Concessions and (b) Subdies.

(vii) Discuss the role of DIC in promoting entrepreneurship.

(viii) What is professional entrepreneurship ? How does professional entrepreneurship differ from professional manager.

(ix) Explain any five traits of successful entrepreneur ?

4. Answer any *two* of the following questions :

10×2=20

(i) What is economic incentive ? Why are economic incentives necessary for entrepreneurs of North East India ? Explain.

2+8=10

(ii) What are the major areas of legal concern to an entrepreneur in the present world ? Elucidate.

(iii) Read the case carefully and answer the questions :

Mr. Rana, a college drop out, started an enterprise, Mr. Rana Ltd. and it is four years old now. During the initial period, his proposals were denied by the funding agencies; hence,

he started from his savings. He started repairing of old computers and mobile handsets; he himself collected abandoned electronic items from various institutions and garbages. He started assembling of computers and mobile handsets; then, sold those items to his relatives and friends with a promise that 'if something is wrong I am responsible'. His products became more reliable, beautiful and user friendly than those which were available in the market. His customers started talking about his products in all the places and even in social media, his customers shared his products. The demand of Mr. Rana Ltd's product increased significantly, he hired three more youths ; within three years he could produce more than 3000 units. The financial institutions as well as other organisations started inviting him for falicitation. Instead of attending such programmes, he concentrated in his productions. He developed his brand "AIP– Anything is possible" and within four years his firm becomes one of the leading computer and mobile handset producing firm in the country. Today, he provides more than 1000 employment directly and his annual turnover is more than 1000 crores.

(a) Which traits have made Mr. Rana a successful entrepreneur ? 4

(b) How did he enter the market and what is USP of his firm ?   2

(c) What types of promotion did he do for his products ?   2

(d) What lessons may you learn from Mr. Rana?   2

5. Answer any *one* of the following questions :

14×1=14

(i) Elucidate the significance of entrepreneurship in India's economic growth.

(ii) Mr. A wants to start an agro-based firm in Assam. What are the steps that he has to follow to start his entrepreneurial firm ? Discuss.