

TB174155C

Reg.No:

Name.....

B. COM. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2019
(2017 Admissions Regular, 2016 Admissions Improvement/Supplementary & 2015
Admissions Supplementary)
SEMESTER IV – CORE COURSE (COMMERCE)
CO4B16B – ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT
(For Capital Market)

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark

1. Define entrepreneurship
2. What is network?
3. Who are solo entrepreneurs?
4. What is an ancillary unit?
5. What is a quantifiable project
6. What is innovation?

(6x1=6)

PART B

II Answer any seven questions. Each question carries 2 marks

7. What do you mean by techno-economic analysis?
8. Who is a Fabian entrepreneur?
9. What is capital rationing?
10. What is meant by desk research?
11. What is motivation?
12. What are Export Oriented Units?
13. Define system analysis
14. What is social marginality?
15. What are micro service enterprises?
16. What is meant by ARR?

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. Explain the sources of project ideas
18. Describe Mc Clelland's Acquired Needs Theory

19. Describe the merits and demerits of Net Present Value method
20. Explain the significance of location in starting MSME
21. Distinguish between a manager and an entrepreneur
22. Distinguish between PERT and CPM
23. What are the important target groups for the EDP?
24. Briefly explain project formulation and its significance

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. Describe the contents of a project report
26. Explain the stages in project identification
27. Describe the steps for starting an MSME.
28. Explain the problems faced by women entrepreneurs and suggest solutions

(2x15=30)