

TIM221050V

Reg. No :

Name :

INTEGRATED M A PROGRAMME IN SOCIAL SCIENCES - ECONOMICS EXAMINATION, NOVEMBER 2022
(2022 Admission Regular 2020 & 2021 Admissions Improvement/ Supplementary)
SEMESTER I - CORE COURSE (ECONOMICS)
EC01C04IM20 - ECONOMICS OF ENTREPRENEURSHIP

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Define Entrepreneurship.
2. Who is an Entrepreneur?
3. What is Feasibility Study?
4. What is Idea Challenge?
5. What is an Opportunity Cost?
6. What is SWOT Analysis?
7. What are Outlay Costs?
8. What is the difference between variable and fixed cost?
9. What is NIESBD?
10. What is EDII?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Explain the importance of an entrepreneur.
12. Enumerate the process of business plan execution.
13. What are the possible ways in succeeding with idea generation?
14. Distinguish between rational and irrational thinking.
15. Briefly explain the concept of opportunity cost.
16. Write a short note on Unit Price for a single product or service.
17. Explain the role of KSIDC in promoting entrepreneurship in Kerala.
18. What are the objectives of EDPs?

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. What are the major functions of an entrepreneur? Explain in detail.
20. What are the main steps of effective decision making? Also explain various decision making tools for entrepreneurs.
21. Enumerate the steps for conducting marketing research.
22. Explain in detail the problems faced by EDPs.