

**2023**

**ENTREPRENEURSHIP**

**( COMMERCE )**

**THEORY**

*Full Marks : 70*

*Time : 3 hours*

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

*General Instructions:*

- (i) All questions are compulsory. Marks of the questions are indicated against them.
- (ii) Choose the correct answer for question Nos. 1 – 4.
- (iii) Answer to question Nos. 5 to 10 should be between 20 – 30 words.
- (iv) Answer to question Nos. 11 to 14 should be between 30 – 50 words.
- (v) Answer to Question Nos. 15 to 18 should be between 50 – 60 words.
- (vi) Answer to questions Nos. 19 to 21 should be between 80 – 100 words.
- (vii) Answer to question Nos. 22 and 23 should be between 120 – 150 words.

Choose the correct answer

1 × 4 = 4

- 1. The basic managerial function which is related to deciding in advance of future activities in an organisation is
  - (a) Directing
  - (b) Organising
  - (c) Co-ordination
  - (d) Planning.
- 2. \_\_\_\_\_ is a process in which a number of persons sit together and generate a number of business ideas by innovating alternative ways of meeting the needs and solving problems.
  - (a) Market research
  - (b) Environment scanning
  - (c) Brainstorming
  - (d) None of the above.
- 3. What is the full form of KFC?
  - (a) Kingfisher fried chicken
  - (b) Kentucky fried chicken
  - (c) Kampire fried chicken
  - (d) Kenya fried chicken.

**(3)**

4. Which one of the following is an internal source of financing?
- (a) Equity shares
  - (b) Preference shares
  - (c) Debentures
  - (d) Retained earnings.
5. What is Market survey? 1
6. Who is an entrepreneur? 2
7. Who are fabian entrepreneurs? 2
8. What do you mean by generation of idea? 2
9. Define business risk. 2
10. What is public deposit? 2
11. Why do we need entrepreneurs? 3
12. Explain any three characteristics of an entrepreneur. 3
13. Distinguish between internal trade and external trade (any three points). 3

**(4)**

14. What is fixed cost? Give any two examples. 3
15. Explain the social responsibility of an entrepreneur towards customers, employees, investors and government. 4
16. “Spending money on evaluating idea is a waste”. Do you agree with this? Give any four reasons to justify your answer. 4
17. What do you mean by breakeven point and breakeven level? 4
18. A Ltd. had decided to expand its production capacity by modernising its plant and machinery at an estimated cost of ₹ 3 crores. The company does not have enough reserve to finance modernisation. Suggest two sources with reasons to the company from where it can raise finance. 4
19. Explain the basic steps involved in the preparation of a business plan. 5
- Or*
- What is a feasibility plan? Briefly explain the features of a feasibility plan.
20. Explain the various stages of growth of an enterprise. 5

**(5)**

- 21.** Smita wants to buy a mobile phone for herself. She has come to Reliance Digital. After coming to shop she got confused. Write the name of promotion tool which might have brought her to the shop and the promotion tool needed now. Also write four points of importance of the latter tool. 5
- 22.** What is product mix? Describe briefly the salient features of the product mix. 6

*Or*

Anil has written a book on Accountancy. What factors must be considered by Anil before fixing the price of the book?

- 23.** Explain the term “fixed capital requirement”. What are the factors to be kept in mind while planning for fixed capital? 6

*Or*

What is ‘Working Capital’? Explain briefly the factors affecting Working Capital.

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