

Enrollment No: \_\_\_\_\_ Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2016

Subject Name: Entrepreneurship Development

Subject Code: 4MS04EDD1

Branch: BBA

Semester: 4

Date: 12/05/2016

Time: 02:30 To 05:30

Marks: 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
  - (2) Instructions written on main answer book are strictly to be obeyed.
  - (3) Draw neat diagrams and figures (if necessary) at right places.
  - (4) Assume suitable data if needed.
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- Q-1 Attempt the following questions: (14)**
- a) Define Entrepreneur. **01**
  - b) What is a lifestyle firm? **01**
  - c) What is indirect exporting? **01**
  - d) What do you mean by marketing mix? **01**
  - e) Define target market. **01**
  - f) Why is market segmentation important in marketing management? **01**
  - g) One of the following is not a part of the market structure: **01**
    - a. Monopoly
    - b. Multipoly
    - c. Oligopoly
    - d. Duopoly
  - h) One of the following is not a feasible capital structure: **01**
    - a. 100% equity financed capital structure
    - b. 100% debt financed capital structure
    - c. 20% debt funds and 80% equity funds
    - d. 80% debt funds and 20% equity funds
  - i) One of the following is not a component of operating cycle: **01**
    - a. Debtors
    - b. Creditors
    - c. Work-in-process
    - d. Capital work-in-process
  - j) Assuming 360 days in an year, the working capital turnover with the duration of 90 days will be as under: **01**
    - a. 6 times



- b. 4 times  
c. 10 times  
d. 5 times
- k) In the profitability analysis, one of the following is involved: **01**  
 a. Corporate level management  
 b. Strategic business unit management  
 c. Operational level management  
 d. All of the above
- l) The concept of profit planning relates to one of the following: **01**  
 a. Yearly profit budgeting  
 b. Short-term profit planning  
 c. Long-term comprehensive strategic profit planning  
 d. Long-term profit planning
- m) Capital subsidy is made available to the entrepreneurs for one of the following: **01**  
 a. For purchase of raw materials  
 b. To meet initial public officer expenses  
 c. For procuring the fixed assets like land, building and machinery  
 d. For meeting the need to meet the operating expenses
- n) One of the following scheme does not falling in the purview of DIC: **01**  
 a. IRD  
 b. TRYSEM  
 c. PMRY  
 d. ITI  
 e.

**Attempt any four questions from Q-2 to Q-8**

- Q-2 Attempt all questions (14)**  
 a What is product diversification? Explain various forms of product diversification. **07**  
 b Briefly discuss various phases of EDP. **07**
- Q-3 Attempt all questions (14)**  
 a Write a note on Talent Management **07**  
 b What is budgetary control? State advantages and limitations of budgetary control systems. **07**
- Q-4 Attempt all questions (14)**  
 a Write a note on Evaluation of EDP in India **07**  
 b Briefly explain various components of marketing process. **07**
- Q-5 Attempt all questions (14)**  
 a Explain the significance of financial management in the small scale industries. **07**  
 b Critically discuss the methods of cost reduction. **07**
- Q-6 Attempt all questions (14)**



- a What is break-even point? Explain the managerial uses of break-even analysis. **07**
- b Explain the role played by the District Industries Centre's (DICs) in the development of entrepreneurship. **07**

- Q-7** **Attempt all questions** **(14)**
- a What is capitalization? Explain various concepts of capitalization. **07**
- b Explain the type of the funding support provided by government and development banks in conducting seminars and workshops and also for conducting industrial potential surveys. **07**

- Q-8** **Attempt all questions** **(14)**
- a Define a project cost and product cost. Distinguish between the project cost and product cost. **07**
- b Critically discuss the importance of entrepreneurship development in India. **07**

