

2020

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 and 6 should be between 20 – 30 words.
- (iv) Answer to question Nos. 7 to 13 should be between 30 – 50 words.
- (v) Answer to Question Nos. 14 to 21 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. External risk in an enterprise arises due to :
 - (a) Human factor
 - (b) Physical factor
 - (c) Technological factor
 - (d) Changes in tastes and preferences.
2. Financial feasibility of a business plan describes
 - (a) Sales projection
 - (b) Structure of the business
 - (c) Sources of capital
 - (d) Description of the industry.
3. Which one of the following is not an internal source of financing?
 - (a) Equity shares
 - (b) Preference shares
 - (c) Debentures
 - (d) Retained profits.
4. The other name of Income Statement is
 - (a) Cash book
 - (b) Receipts and payments A/c
 - (c) Profit and loss A/c
 - (d) Balance Sheet.

(3)

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|---|---|
| 5. What is meant by brainstorming? | 1 |
| 6. Why is Equity Share capital called 'Risk Capital'? | 2 |
| 7. What is 'Cloud Computing'? | 2 |
| 8. What is feasibility study? | 2 |
| 9. Distinguish between extractive and genetic industry. | 2 |
| 10. What is meant by E-commerce? | 2 |
| 11. Give a brief explanation on Start-up. | 3 |
| 12. "Buy one get one free" is an example of one of the techniques of promotion mix. Name the technique. Explain any two other techniques of promotion mix. | 3 |
| 13. "Entrepreneurs are born, not made". Do you agree? Justify your answer. | 3 |
| 14. Explain the various ways to generate Ideas. | 3 |
| 15. Why is income statement prepared by an entrepreneur? | 4 |
| 16. Explain with the help of an example how entrepreneurs are problem solvers. | 4 |

(4)

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| 17. Explain the various types on entrepreneurs. | 4 |
| 18. Explain the barriers to entrepreneurship with the help of a Chart. | 4 |
| 19. Explain the components of micro environment. | 4 |
| 20. Illustrate the role of technology and social media in creating new form of business in North Eastern Region. | 5 |
| 21. 'Advertising increases the price of a product. Do you agree with the statement? Justify your answer with reasons and give examples. | 6 |

Or

Avantika, a manufacturer of garments, sells the same to different retailers for resale. Examine the factors that influence her pricing decision.

- 22.** The following information relates to a company which produces detergent powder.
- Direct labour per unit ₹10.
 Direct material per unit ₹ 6.
 Direct expenses per unit ₹ 4.
 Fixed cost ₹ 1,50,000.
 Selling price per unit ₹ 25.
- Use the figures above to show the minimum number of unit that must be sold by the company to reach at the break-even point.

Or

(5)

John is planning to establish a Restaurant at Police Bazar, Shillong. What patterns of Capital Structure are available to him? Give reasons.

- 23.** Procurement of physical resources is not an easy job. Do you agree? Give reasons.

6

Or

Explain the term “Fixed Capital Requirement”. Discuss the factors to be kept in mind while planning for fixed capital.

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