

Total No. of printed pages = 2

1 PGDE COM 4

2012

(August)

COMMERCE

Paper : 104

(Entrepreneurship Development)

Full Marks – 80

Time – Three hours

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

Answer the following questions.

1. (a) Define entrepreneur and entrepreneurship. How do you see entrepreneurs in small firms? 7+9=16

Or

- (b) Are entrepreneurs managers? Justify. 16

2. (a) Explain the views of Schumpeter and two traits of an entrepreneur with the help of examples. 7+9=16

Or

(b) Relate the theory of transaction cost to Brahma Putra Polymer and Cracker Limited at Lepetkala. 16

3. (a) Explain the process of identifying and evaluating business opportunities. 16

Or

(b) Elucidate entrepreneurial decision making and marketing practices in small firms. 16

4. (a) Give the content and coverage of an EDP (Entrepreneurship Development Programme) for the retired person. 16

Or

(b) State the various strategies you would adopt for EDPs (Entrepreneurship Development Programmes). 16

5. (a) Highlight some of the social and institutional issues for the development of entrepreneurship in the North Eastern Region. 16

Or

(b) "Entrepreneurship accelerates economic development." Explain. 16