

Total No. of printed pages = 2

**1 PGDE COM 4**

**2014**

(August)

**COMMERCE**

Paper : 104

**(Entrepreneurship Development)**

Full Marks – 80

Time – Three hours

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

1. (a) Elucidate the literature description of the term entrepreneur and entrepreneurship. 16

Or

- (b) Explain the parameters entrepreneurs in small firms adopt. 16

2. (a) What are competencies ? Explain five entrepreneurial competencies with the help of an example. 4+12=16

Or

- (b) Explain the theory of transaction with the help of an example. 16

3. (a) How would as an entrepreneur identify and evaluate business opportunities ? 16

Or

- (b) Explain the multiple aspects of distribution marketing decision making in large companies. 16

4. (a) Give a module of EDP of a potential target group. 16

Or

- (b) What are the various strategies and approaches for EDPs in India ? 16

5. (a) Show the relevance of entrepreneurship and economic development. 16

Or

- (b) Describe some social and institutional uses for the growth of entrepreneurship in North East India. 16