



RN-6889

B. E. III (Sem. V) (T.T./T.P.) Examination

May / June - 2010

Entrepreneurship Development & Marketing

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दृशविले निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. 3 (Sem. 5) (T.T./T.P.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Entrepreneurship Development &amp; Marketing"/>	<input type="text"/>
Subject Code No. : <input type="text" value="6"/> <input type="text" value="8"/> <input type="text" value="8"/> <input type="text" value="9"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="1&amp;2"/>	

- (2) Attempt **all** questions.
- (3) Answers to each section must be written in **separate** answer book.
- (4) Figures to the **right** indicate full marks of the question.
- (5) Each section carries 50 marks.

### SECTION - I

- 1 (a) Answer the following in **one** or **two** lines : 10
    - (i) Enumerate different types of entrepreneurs.
    - (ii) What is NABARD?
    - (iii) Two important criteria for a sick unit.
    - (iv) What is BEP?
    - (v) Difference between SSI and Cottage Industry.
    - (vi) SSI can be developed even in capital scroll economics (True/False)
    - (vii) What is innovation?
    - (viii) What is PERT?
    - (ix) What is Budget?
    - (x) What is Balance of Trade?
  - (b) Explain institutional infrastructure set up available 6  
for small scale industry in India.
  - 2 Define a small scale industry. What are its chief 16  
characteristics?
- OR
- 2 What do you understand by project identification? How do 16  
you use SWOT analysis to identify and select a project?

- 3** Write short notes on (any **two**) **18**  
(a) Functions of an Entrepreneur  
(b) Project Evaluation  
(c) Break Even Analysis  
(d) Government assistance towards SSI's.

**SECTION - II**

- 4** Discuss various methods of recruitment. **16**

**OR**

- 4** What do you understand by the term 'Man Power Planning' discuss various factors while planning for man-power? **16**

- 5** Discuss in detail the objectives and functions of Trade-Unions. **16**

**OR**

- 5** What role does budgetary control play in controlling costs? Give in short various types of budgets. **16**

- 6** Write short notes on (any **two**) **18**  
(a) Industrial sickness  
(b) Factories Act  
(c) Sales Forecast  
(d) Elements of Marketing mix.