2013

Time: 3 hours
Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective-type Questions)

Answer all questions.

1. Choose the correct answer of the following:

   \[ 2 \times 10 = 20 \]

   (a) Which of the following is a function of Entrepreneurship?

   (i) Innovation

   (ii) Risk Bearing

UK – 55/2

(Turn over)
(iii) Both (i) and (ii)
(iv) Managerial

(b) One of the most important pre-requisite to start an enterprise is:

(i) Raw materials
(ii) Technology
(iii) Finance
(iv) None of the above

(c) The problem with Women Entrepreneur is /
    are:

(i) Problem of Finance
(ii) Family
(iii) Low Risk Bearing
(iv) All of these

(d) When profit becomes equal to loss is called:

(i) Break-Even Point
(ii) Debt-Equity Ratio

UK - 55/2 (2) Contd.
(iii) Both (i) and (ii)
(iv) None of these
(e) Entrepreneur directly related to:
   (i) Profit
   (ii) Loss
   (iii) Both (i) and (ii)
   (iv) None of these
(f) The Project Appraisal consists of:
   (i) Economic
   (ii) Financial
   (iii) Managerial
   (iv) All of these
(g) Which one of the following is not a network analysis?
   (i) PERT
   (ii) CPM
   (iii) LOB
   (iv) None of these
(h) Advantages of Marketing is to:
   (i) Consumer
   (ii) Businessman

UK - 55/2 (3) (Turn over)
(iii) Manufacturer
(iv) All of the above

(i) Financial needs of enterprise are classified into:
   (i) Fixed Capital
   (ii) Working Capital
   (iii) Both (i) and (ii)
   (iv) None of the above

(j) External factor affecting the entrepreneur:
   (i) Government
   (ii) Competitors
   (iii) Customers
   (iv) All of the above

Group – B

(Long-answer Type Questions)

Answer any four of the following: $15 \times 4 = 60$

2. What is the function of an entrepreneur? What is the difference between Manager and Entrepreneur.

UK – 55/2 (4) Contd.
3. Define Sales Promotion. What are its objectives?

4. Discuss Rural Entrepreneurship with reference to present trend of Globalisation.

5. Discuss the inventory control and its different techniques of inventory control.

6. What do you understand by Resource Management? What are its impacts?

7. Define Marketing? Discuss the 4P's of Marketing Mix.

8. What is a Scientific Plant Layout? Distinguish between Product Oriented Layout and Process Oriented Layout.

9. Unemployment is disgrace to Nation. Discuss the reason and solution.


---

UK - 55/2 (60) (5) BJMC - II/S - 4/13