

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2014**Fourth Semester****Common Core Course IV—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT**

(Common for Model I, Model II and U.G.C. sponsored B.Com. Degree Programmes)

Time : Three Hours

Maximum Weight : 25

Section A

*This section consists of four bunches of four questions each.
Each bunch consist of weight of 1.*

Answer all questions.

I. Choose the correct answer from the choices given :

1 McGregor's Theory of motivation is generally called :

- (a) Valence Theory. (b) Hierarchical Theory.
(c) Theory X and Theory Y. (d) Encouragement Theory.

2 Discounted cash flow techniques does not include :

- (a) Net present value. (b) Internal Rate of Return.
(c) Profitability Index method. (d) Pay back period.

3 Contribution or investment of the entrepreneur towards the capital of a project is :

- (a) Government subsidy. (b) Seed Capital.
(c) Bridge Capital. (d) Incentives.

4 To provide technical consultancy, Kerala Government started :

- (a) IDBI. (b) KITCO.
(c) KFC. (d) KSDP.

II. Fill in the blanks :

5 Net Working Capital is ———.

6 Internal Rate of Return is ——— method of capital budgeting.

7 Sales — variable cost is ———.

8 The top officials of an organisation who transform ideas into new business is called ———.

Turn over

III. State whether the following statements are True or False :

- 9 Fabian entrepreneurs are very speed in Decision Making.
- 10 Social Mobility is an economic factor.
- 11 NIESBUD is started for entrepreneurship Development and co-ordination of several agencies.
- 12 Break-even point represents No Profit No Loss situation.

IV. Match the following :—

- | | |
|---------------------------|-----------------------------------|
| 13 Equity share | (a) Small business unit. |
| 14 Project Report | (b) Capital budgeting techniques. |
| 15 Average rate of return | (c) Ownership capital. |
| 16 Tiny Unit | (d) Details about the project. |
| | (e) Borrowed capital. |

(4 × 1 = 4)

Section B

*Answer any five questions.
Each question carries a weight of 1.*

- 17 Define Bridge Capital.
- 18 What is Esteem need in Maslow's motivation ?
- 19 Explain the functions of SIDCO.
- 20 What is CPM ?
- 21 Who is a DROWN Entrepreneur ?
- 22 What is project selection ?
- 23 What is the feature of NREG scheme ?
- 24 What do you mean by Time value of money ?

(5 × 1 = 5)

Section C

*Answer any four questions.
Each question carries a weight of 2.*

- 25 What are the problems faced by women entrepreneurs.
- 26 Explain the term GREEN CHANNEL.
- 27 What is the role of entrepreneur in Economic Development ?
- 28 What are the functions of DIC ?

29 How can you generate project ideas ?

30 What are the characteristics of Small Scale Units ?

(4 × 2 = 8)

Section D

Answer any two questions.

Each question carries a weight of 4.

31 Define Entrepreneur. Explain the essential characteristics of an Entrepreneur.

32 What is project identification ? Explain the steps involved in the identification of a project.

33 What are the causes of sickness in a SSI unit ? How can we overcome ?

(2 × 4 = 8)