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Roll No. | | | | | | | | | | | | |

Total No. of Pages : 02

Total No. of Questions : 17

M.Com. (2018 Batch) (Sem.–3)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MCOPGE 301-18

M.Code : 76835

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

1. Social Entrepreneurship
2. Entrepreneurial Innovation
3. Project Analysis
4. Product Planning
5. Bankruptcy
6. Venture capital
7. Idea generation
8. Myths and reality

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SECTION-B

UNIT-I

9. What are the functions of Entrepreneur? Explain in details the various types of Entrepreneur.
10. Define the women Entrepreneurs and discuss the problems for women entrepreneurs in rural area.

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UNIT-II

11. What is entrepreneurial strategy? Highlight the theories of entrepreneurial motivation.

12. Elaborate the concept of creativity. What are the sources of new ideas? Explain the methods of generating new ideas.

UNIT-III

13. Explain in detail the Business plan process. What are the reasons of failure of business plan?

14. Discuss in detail the Succession Planning and Strategies for Harvesting and Ending Venture.

UNIT-IV

15. What is SCBA? Explain the approaches of SCBA in detail.

16. What is network technique for project? How PERT is different from CPM?

SECTION-C

17. Case Study :

The refrigerator market has almost revived after the introduction of no-frost models and the entry of a number of brands in recent times. Godrej, LG and BPL are some of the brands which have come out with campaigns to get into the "consideration set" of the consumer mindset. 17 Whirlpool had launched a campaign for its range of frost-free fridges with an appeal different from those of the competitive brands. The advertisement projected Whirlpool as a very dependable brand in social situations avoiding embarrassment in front of hosts. It emphasizes the capability of the refrigerator to produce ice quickly when it is most needed.

Questions :

You are required :

a. To study the various appeals of refrigerators in the market and comment on the appeal of Whirlpool in particular.

b. Identify the specific conceptual appeal involved and comment on the positive and negative aspects of the appeal.

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NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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