



KERALA AGRICULTURAL UNIVERSITY

B.Tech (Agri.Engg.) 2016 Admission

II Semester Final Examination-July-2017

Sacs.1207 Entrepreneurship Development and Business Management (2+1)

Marks: 50

Time: 2 hours

(10x1=10)

I Fill up the blanks

- 1 The term entrepreneurship first defined by the Irish economist -----
- 2 ----- is a process undertaken by an entrepreneur to augment his business interest.
- 3 ----- is the art of getting things done through people.
- 4 ----- defined as a process by which manager guides and influences the work of subordinate that report directly.
- 5 ----- refers to the number of subordinates that report directly to manager.

State True or False

- 6 According to A. Schumpeter, "The entrepreneurship is essentially a creative activity but it is not a innovation function.
- 7 Marx regarded entrepreneur as a Social Parasite.
- 8 Henry Fayol identifies five functions of management viz., Planning, Organizing, Commanding, Co-coordinating and Controlling.

Expand abbreviations

- 9 SIDBI
- 10 NSIC

II Write short notes on any FIVE

(5x2=10)

- 1 Net Present Value (NPV)
- 2 Internal Rate of Return(IRR)
- 3 Enlist the factors motivating the entrepreneurs.
- 4 What is a Business Plan?
- 5 Write the steps in identification of business opportunity.
- 6 Give the meaning of techno-economic feasibility analysis.
- 7 What do you understand by Social responsibility?

III Answer any FIVE

(5x4=20)

- 1 Describe the entrepreneurial process.
- 2 Enumerate the characteristics of an Entrepreneur.
- 3 Discuss the barriers to entrepreneurship.
- 4 What are the essentials of good project report?
- 5 What are the various sources of business ideas?
- 6 Give the classification of entrepreneurs.
- 7 What are the 4Ps of marketing mix?

IV Write essay on any ONE

(1x10=10)

- 1 Explain the stages in the preparation of a project report.
- 2 What are the various steps involved in PERT?
