

S.Y. Bcom (AIK)
III Sem

Feb-2006
SILK

F.C.

Time : 2 hours

Marks: 60

Note : Attempt all questions.

Q.1 a) Entrepreneurial Development Programme helps Entrepreneur to scale new heights in business environment. 8

b) Explain the theory of Personal resourcefulness 7

OR

Q.1 a) Explain the need for & objectives of Entrepreneurial Development Programme. 8
b) Explain the theory of Cultural Values. 7

Q.2 Short Notes 5

1. Economic factors influencing emergence of Entrepreneurship.
2. Conflict Management.
3. Business planning.

OR

Q.2 Short Notes 5

1. Decision Making.
2. Motivation.
3. Self actualization.

Q.3 a) Define the term Entrepreneur and explain the features of an Entrepreneur. 8
b) What do you understand by goal setting. 7

OR

Q.3 a) Distinguish between Entrepreneur & Intrapreneur. 8
b) A career influences all life cycle activities. - Comment 7

Q.4 Explain the process of communication with emphasis on barriers to communication. 15

OR

Q.4 Describe the different types of leadership. 15
