

Total number of printed pages – 4 **B. Tech**
CPTX 8403

Eighth Semester Examination – 2008

ENTREPRENEURIAL DEVELOPMENT

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory
and any **five** from the rest.*

*The figures in the right-hand margin
indicate marks.*



1. Answer the following questions : 2 × 5
 - (a) Whom do you call as an 'Entrepreneur' ?
 - (b) What are the different forms of ownership organization ?
 - (c) What do you mean by income elasticity of demand ?

- (d) What are the main components of project feasibility analysis ?
- (e) What are the objectives of incentives ?
- (f) Write down four characteristics of partnership organization.
- (g) Differentiate between 'Sale and Bailment'.
- (h) What do you mean by 'Long term finance' ?
- (i) State the extra cost involved in export pricing in comparison with domestic pricing of a product.
- (j) As an entrepreneur , what tools should you use for the sales promotion of your product ?

2. Write down the merits and demerits of a joint stock company. 10
3. Describe various steps for setting up of a small scale industry. 10

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4. State the organization financing the small scale industry. Explain the role of such agencies.

2+8

5. (a) State the essential requirements of a valid contract. 4

(b) Distinguish between 'Sale' and 'Agreement to sale'. 6

6. (a) Differentiate between point and arc elasticity of demand. 5

(b) Briefly describe incentive strategy of Central Government towards small-scale industries. 5

7. As an entrepreneur of small scale textile industry, what will be your pricing and promotion strategies? 10

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8. Write short notes on any two: 5×2

(a) Importance of budgetary control.

(b) Sole Proprietorship Company.

(c) Law of marginal utility

(d) Procedure for Registration of an Enterprise.

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