

**BACHELOR OF COMMERCE**  
**First Semester**  
**Business Organisation and Entrepreneurship Development**  
**(BCM - 03)**

**Part-A (Objective) =20**  
**Part-B (Descriptive)=50**

**Duration: 3Hrs.**

**Full Marks: 70**

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

- 1. Answer the following questions :( any five) 2×5 = 10**
- a) Distinguish between merger and takeover.
  - b) Highlight four characteristics of an entrepreneur.
  - c) What do you mean by environmental analysis?
  - d) Name two Indian Multinational Companies.
  - e) Give four reasons for closure of small sector units in India.
  - f) What do you mean by a turn key project?
  - g) Who is an intrapreneur?
- 2. Answer the following questions :( any five) 3×5 = 15**
- a) Discuss the various types of franchising.
  - b) Illustrate an example of vertical integration.
  - c) What are the major objectives of EDP?
  - d) Classify types of entrepreneurs as per Clarence Danhof.
  - e) Mention the salient features of Weber's and Florence's theory of location.
  - f) Write three disadvantages of syndicate formation.
  - g) Briefly explain the steps involved in setting up a new enterprise.
- 3. Answer the following questions :( any five) 5×5 = 25**
- a) What is franchising? Discuss its merits & demerits.
  - b) Write a short note on venture capital.
  - c) How can we assess the effectiveness of an EDP?
  - d) Explain the role of small and medium scale enterprises in Indian Economy.
  - e) Discuss the important points of difference between Entrepreneur & Manager.
  - f) Discuss the factors influencing optimum size of a firm.
  - g) Discuss the role of an entrepreneur in capital formation or export promotion of a country.

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*(The figures in the margin indicate full marks for the questions)*

**Duration: 20 minutes**

**Marks – 20**

**PART A- Objective Type**

**I. Choose the correct answer from the following:**

**1×12=12**

1. Simplest way of expanding business internationally is
  - a) Branches
  - b) Franchise
  - c) Holding company
  - d) All the above
2. Which among the following factors is not considered in site selection?
  - a) Availability of raw materials
  - b) employment
  - c) Supply of water & power
  - d) Nearness to the market
3. Which one of the following is not a distinctive quality of an entrepreneur?
  - a) Loyalty
  - b) Innovativeness
  - c) Risk bearing ability
  - d) Vision
4. Theory of High Achievement was put forward by
  - a) Mc Clelland
  - b) Abraham Maslow
  - c) Knight
  - d) Cole
5. An organizational structure without any physical existence is a:
  - a) Matrix structure
  - b) Network structure
  - c) Virtual structure
  - d) Learning structure
6. Which of these formalities is not required in starting an entrepreneurial venture?
  - a) Licence
  - b) Registration of Trade Mark
  - c) Pollution Clearance Certificate
  - d) Obtaining a shed in Industrial Estate.
7. Import substitution is one of the important economic policies of the
  - a) Underdeveloped countries
  - b) Developed countries
  - c) Developing countries
  - d) None of the above
8. Which of the following is not a stage of Capital formation?
  - a) Saving
  - b) fund raising
  - c) mobilization of saving
  - d) investment

9. Drone entrepreneurs are characterized by

- a) Rigid ways                      b) Liberal attitude                      c) Conservative thinking                      d) none of the above

10. Which is not a benefit of rationalization?

- a) Avoidance of unhealthy competition                      b) Supply of cheaper goods  
c) Increased efficiency                      d) excess workload

11. In case of foreign collaboration the share of the government is

- a) 20%                      b) 40%                      c) 25%                      d) 35%

12. Which of the following is a type of Partial Consolidation?

- a) Holding Company                      b) chamber of commerce                      c) Pools                      d) Merger

**II. Fill in the blanks with the most appropriate word.**

**1×8= 8**

1. Risk bearing theory of entrepreneurship was given by \_\_\_\_\_.
2. Any word, symbol, design or some combination of such that identifies the sponsor is called \_\_\_\_\_.
3. Those organizations which have constant capacity to change are known as \_\_\_\_\_.
4. In horizontal combination combining business units are engaged in the production of \_\_\_\_\_ type of commodity.
5. Production planning process consists of routing, loading, and \_\_\_\_\_.
6. The concept of \_\_\_\_\_ evolved during World War I.
7. The entrepreneur who launches an on line business is called \_\_\_\_\_.
8. Quality control assures less \_\_\_\_\_.

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