



WEST BENGAL STATE UNIVERSITY
B.A./B.Sc./B.Com. Major Part-III Examination, 2020

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT
PAPER-ASPV-VIII
ENTREPRENEURSHIP DEVELOPMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

Answer any *three* questions from the following

16×3 = 48

1. (a) Define entrepreneurship and discuss its importance. 3+5
(b) Discuss the feature of an entrepreneur. 8
2. (a) Discuss the difference between small and medium scale industry. 10
(b) Discuss the importance of small scale industries in employment generation in India. 6
3. Explain in brief the different stages in the formulation of a Project Proposal. 16
4. (a) Discuss in brief the need for training and development of entrepreneurs. 8
(b) What are the services offered by KITCO? 8
5. (a) Discuss in brief the importance of Marketing Research. Distinguish between Market Research and Marketing Research. 6+4
(b) Discuss about different techniques of market survey. 6
6. (a) What do you mean by leadership? Distinguish between a leader and a manager. 6+4
(b) Discuss in brief about the different qualities of a leader. 6
7. Define Project Report. Explain in brief the element of an Ideal Project Report. 4+12
8. Discuss in brief the essential qualities of a Successful Entrepreneur. 16
9. Write short notes on the following: 4×4 = 16
 - (a) Value engineering and value analysis
 - (b) Creativity in entrepreneurship
 - (c) Quality Control
 - (d) Management Information System (MIS).

[Overall Impression- 2 marks]

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