



GIET UNIVERSITY, GUNUPUR – 765022

B. Sc (AG) (Fifth Semester – Regular) Examinations, December – 2020

EE 354 – ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS COMMUNICATION, 2(1+1)

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – A

Q.1. Fill in the blanks with suitable word / figure.

(10 x 0.5 = 5 Marks)

- a. The word entrepreneur is demised from French “entreprendre” meaning _____.
- b. T in SWOT stands for _____.
- c. The process of creating something new is termed as _____.
- d. Ability to motivate people to work towards a common goal is _____.
- e. The person who transmits the message is called the _____.
- f. The person who brings in overall change through, innovation- for the maximum social good is an _____.
- g. First stage in project formulation is project _____.
- h. SIDO stands for _____.
- i. Expand BEP
- j. Four key drivers of supply chain performance are facilities, inventory, transportation and _____.

Q. 2. Define (or) Explain the following in one or two sentences.

(5 x 1 = 5 Marks)

- a. Intrapreneurs
- b. NIESBUD
- c. Venture capital
- d. Rural Entrepreneurship
- e. SWOT analysis

Q3. Match the following

(10 x 0.5 = 5 Marks)

Column – A		Column – B	
(a)	TQM	(i)	Internal and External factors
(b)	Venture capital	(ii)	Employee participation
(c)	Kaizen	(iii)	Communication
(d)	SWOT analysis	(iv)	Transportation
(e)	Innovation	(v)	High risk capital
(f)	PERT	(vi)	Motivation
(g)	Transmission and interchange of ideas, facts, feelings	(vii)	Project Implementation
(h)	Choosing verbal and nonverbal methods for communicating	(viii)	Key element of Entrepreneurship
(i)	Moving inventory from one point to another point	(ix)	Continuous improvement
(j)	Stimulating people to actions to accomplish the goals	(x)	Encoding

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Q4. Write True or False against each statement**(10 x 0.5 = 5 Marks)**

- a. Innovation is both conceptual and perceptual.
- b. Entrepreneurs are risk averse in nature.
- c. Entrepreneurs are born, not made.
- d. Entrepreneurs emerged in tandem with the proliferation of the world-wide-web.
- e. Correct choice of channel is one of the main barriers to communication.
- f. Paraphrasing should not change the meaning of the text.
- g. Creative problem-solving is an important entrepreneurial skill.
- h. Critical Path Method (CPM) is a project modeling technique used to find the important deadlines and deliver a project on time.
- i. Availability of necessary infrastructure and skilled manpower are examples of strengths for organizations.
- j. Lack of technical skills would never be a barrier for entrepreneurship.

PART – B**Attempt ANY FIVE questions. All question carries equal marks****(6 x 5 = 30 Marks)**

1. Elaborate on the Government policies and institutions for entrepreneurship development in India
2. Define Entrepreneurship and write on the characteristics of entrepreneurs.
3. Discuss the need for managerial skills in entrepreneurship development.
4. Explain the entrepreneurship Development Process.
5. Project Planning and Formulation
6. Explore the opportunities for entrepreneurship in the present scenario

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