

KERALA AGRICULTURAL UNIVERSITY
B.Tech. Agricultural Engineering (2024 Admission)
Semester IV -Final Examination – July 2026

Course: BES 2211 Entrepreneurship Development and Business Management (2+1)
Time: 2 hours **Maximum Marks: 50**

Part I

Answer all the following. (10 × 1 = 10)

1. Define Entrepreneurial Development.
2. What is a Business Opportunity?
3. Define Innovation.
4. What is an Entrepreneurial Competency?
5. Define Project Formulation.
6. What is Inventory Control?
7. Define Fixed Capital.
8. What is Bookkeeping?
9. Define Market Segmentation.
10. What is Manpower Planning?

Part II

Write short notes on ANY FIVE of the following. (5 × 2 = 10)

1. Evolution of entrepreneurship.
2. Functions of an entrepreneur.
3. Factors influencing opportunity sensing.
4. Schemes for entrepreneurship development.
5. Selection of ownership forms.
6. Product mix.
7. Crisis management in business.

Part III

Answer ANY FIVE of the following. (5 × 4 = 20)

1. Explain the motivational, social, and environmental factors influencing entrepreneurial development.
2. Discuss the different types of entrepreneurs and explain their role in economic development.
3. Explain the process of identifying business opportunities through environmental scanning.
4. Discuss the infrastructure, government policies, financial institutions, and support agencies available for entrepreneurs.
5. Explain the planning of an enterprise, including product selection, registration, site selection, acquisition of manufacturing know-how, packaging, and distribution.
6. Discuss production management, quality control, material management, and inventory control in entrepreneurial ventures.

7. Explain the importance of financial management, marketing management, and crisis management for the successful functioning of an enterprise.

Part IV

Write an essay on ANY ONE of the following. (1 × 10 = 10)

1. Explain the concept of entrepreneurship and entrepreneurial development. Discuss the characteristics, competencies, functions, objectives, types of entrepreneurs, and the process of entrepreneurship development.

OR

2. Discuss the establishment and management of a business enterprise. Explain opportunity identification, enterprise planning, project formulation, project report preparation, financial planning, marketing management, accounting, and crisis management.