



KERALA AGRICULTURAL UNIVERSITY
B.Tech. (Agrl. Engg.) 2020 Admission
II Semester Final Examination-October 2021

Sacs 1207 Entrepreneurship Development and Business Management (2+1)

Marks: 50

Time: 2 hours

I Fill in the Blanks (10x1=10)

1. According to _____ "The entrepreneurship is essentially a creative activity, but it is not an innovative function."
2. _____ is one who introduces new goods, inaugurates new method of production, discovers new market and reorganizes the enterprise.
3. _____ are characterized by a refusal to adopt opportunities to make change in production formulae even at the cost of severely reduced returns relative to other like products.
4. _____ motivation is induced by external factors primarily financial rewards.
5. _____ is a flow chart diagram that depicts the sequence of activities needed to complete a project and the time/cost associated with each activity.

State True or False

6. The term entrepreneurship was first defined by the Irish Economist Richard Cantillon.
7. Entrepreneurship is a process undertaken by an entrepreneur to augment his business interest.
8. Management is the art of getting things done through people.

Expand the following

9. NIESBUD
10. AC&ABC

II Write Short notes on any FIVE of the following (5x2=10)

1. Payback period.
2. Benefit Cost Ratio (BCR)
3. Break even analysis.
4. Venture capital.
5. What do you mean by Financial Statement?
6. What do you mean by Critical Path?
7. What do you understand by business ethics?

III Answer any FIVE of the following. (5x4=20)

1. Give the classification of MSME as per MSMED Act 2006.
2. Discuss the problems of Micro and Small enterprises.
3. Briefly discuss the role of entrepreneurship in Economic development.
4. What are the various factors motivating people to become entrepreneurs?
5. Write a brief note on the types of business environment.
6. What do mean by entrepreneurial motivation? Discuss the Maslow's Need Hierarchy theory.

7. Write a short note on Joint Venture and its types.

IV

Answer any ONE of the following

(1x10=10)

1. Make an investigation into various business opportunities available for small entrepreneurs in India.
2. What are the major problems faced in agri-preneurship development in the country? Give your suggestions to overcome these problems.
