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3 (Sem-6/CBCS) HSC HE 5

2025

### HOME SCIENCE

(Honours Elective)

Paper : HSC-HE-6056

(*Entrepreneurship Development and Enterprise Management*)

Full Marks : 60

Time : Three hours

*The figures in the margin indicate full marks for the questions.*

1. Fill in the blanks with appropriate words : 1x7=7

- (a) The 4 P's of marketing are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
- (b) The word entrepreneurship is derived from the French word \_\_\_\_\_.
- (c) One of the characteristics of an entrepreneur is \_\_\_\_\_.
- (d) \_\_\_\_\_ is important for weakening monopoly.

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Contd.

2. Answer the following questions in brief : **16**  
**2×4=8**

- (a) What do you mean by achievement motivation?
- (b) What is the need of assessing market potential?
- (c) Mention different types of capital-based enterprises. Give examples.
- (d) What is project appraisal?

3. Write short notes on the following : **(any three)** **15**  
**5×3=15**

- (i) Marketing Mix
- (ii) Factors affecting entrepreneurial growth
- (iii) Estimation of project cost
- (iv) Types of enterprises
- (v) Networking of enterprises

4. Answer the following questions in details : **(any three)** **30**  
**10×3=30**

- (a) What do you mean by finance? Write about the types of finance and sources of finance.

**2+4+4=10**

- (b) Describe the process of entrepreneurship development.
- (c) Explain the steps involved in setting up a business.
- (d) What is market survey? Discuss the steps of conducting market survey.

**2+8=10**

- (e) Write in details about *any four* entrepreneurship development programmes implemented by the Govt. of India.
- (f) Discuss *any ten* characteristics of an entrepreneur.