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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 :  
1×7=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 :

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)**

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)**

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.