Bachelor in Design (B.Des) Examination, 2015

Semester - VIII

Paper - TC-VIII/01, FI-VIII/01, CG-VIII/01

(Entrepreneurship, Business Managements & Marketing)

Time : Two Hours **Full Marks : 20**

Questions are of value as indicated in the margin.

Answer **any five** questions.

1. Choose the correct answer from the alternatives given below:

1.1) What is the most critical skill of an entreprencar? $1 \times 4 = 4$

(i) Knowledge to understand challanges and ventures.

(ii) Ability to build up a profit oriented business unit.

(iii) Ability to solve problems.

1.2) What is ment by marketing of products ?

(i) Process of handover the product from the production centre to the wholesalers.

(ii) The process of placing the products from the production centre to the hands of the consumers.

(iii) Storage of the product and creating artificial demand in the market.

1.3. What is the most important features of a Joint Stock Company?

(i) The liability of all the share holders are limited to their number of shares.

(ii) For any eventuality share-holders personal property will not be affected.

(iii) If is a permanant organisation and will never be closed even if all the share-holders die.

1.4) What is the importance of an organisation?

(i) Organisation helps to get trade licence.

(ii) Organisation helps to distribute corectly work and labour to acertain increase in productivity.

2.0) State wether the following statements are true or false. $1 \times 4 = 4$

(i) Entrepreneurs have always been a partner in the progress of the country.

(ii) An entrepreneur does not bear the cost and riskof lunching a new venture and also does not commercilese technical innovations.

(iii) Countries committed to the path of progress need strong entrepruneural base for the creation of wealth.

(iv) Market in which entrepreneurs operate has little tolerance for miscalculations about business opportunities for lack of commitment and laziness.

3.0) Being an entreprenear what should be your probable investment pattern of the following funds. $1 \times 4 = 4$

(i) Own capital (ii) Government subsidies (iii) Long term loan (iv) Government grants.

4.0. What are the forms of organisations? Mention atleast two disadvantages of a co-operative business organisation.

P.T.O.

5.0) (i) Define "Break Even Point" 2×2=4

(ii) Give a graphical presentation of "Break Even Point" of a business organisation having following data at the end of financial year.

(i) Total fixed ependiture (Fixed cost) → Rs. 20,000/-

(ii) Total variable expendeture (variable cost) → Rs. 80,000/-

(iii) Total revinue earned (Total sale value) → Rs. 1,90,000/-

6.0) Define any two of the following terms : 2×2=4

(i) Accountancy (ii) Entrepreneurship (iii) Loan Capital (iv) Circulating Capital.
