

Bachelor of Design (B.Des.) Examination, 2019
Semester - VIII
Course – CG-VIII/01, FI-VIII/01, TC-VIII/01
(Entrepreneurship, Business Management & Marketing)

Time: Two Hours

Full Marks: 20

Questions are of value as indicated in the margin.

Answer any four questions.

- | | |
|---|---|
| 1. Define entrepreneurship? | 5 |
| 2. What are the qualities / skills essential for an entrepreneur? | 5 |
| 3. Give an outline of a product plan. | 5 |
| 4. What are the strategies for marketing a product? | 5 |
| 5. How would you plan a business? | 5 |
| 6. What are the major schemes of the government for small business? | 5 |
-