

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.

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| 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 |
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