

Register Number :

Name of the Candidate :

5 4 8 4

B. Sc. DEGREE EXAMINATION, 2012

(INTERIOR DESIGN)

(THIRD YEAR)

(PAPER - XXVIII)

**304. MANAGEMENT AND
ENTREPRENEURSHIP DEVELOPMENT**

(Including Lateral Entry)

December]

[Time : 3 Hours

Maximum : 60 Marks

SECTION - A (10 × 2= 20)

Give short answers for
the following questions.

1. What is conceptual skill ? Where is this skill required ?
2. Why is HR skill considered to be dominant ?
3. Define the concept 'entrepreneurship.'

Turn Over

4. 'Self-employment ventures create employment opportunities.' How?
5. What are the limitations of single entry system of book-keeping?
6. State accounting functions.
7. What is the concept of costing conveys?
8. Specify the elements of cost.
9. What do you mean by SWOT analysis?
10. What is the composition of a successful marketing organisation?

SECTION - B (4 × 10 = 40)

Answer any FOUR questions.
All questions carry equal marks.

11. Explain the tasks of professional managers.
12. Justify management as a process.
13. What is the importance of entrepreneurship in a developing country like India?
14. Describe the characteristics of a successful entrepreneur.

15. 'Information concerning accounts is vital for entrepreneurs.' - Substantiate.
16. What are the different sources of working capital for an entrepreneur? Which is a perennial source?
17. Explain the procedure for standard costing.
18. Narrate the marketing mix of an entrepreneur of your choice.