

End Semester/Reappear (Semester V) Examination December, 2024

Programme: B. Sc. (Hons.) Agriculture

Full Marks: 50

Course: Entrepreneurship Development & Business Communication

Time: 2 Hrs.

Course Code: 40B.316

Enrolment no. _____

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
Section I				
1	Short Answer type questions.			4 x 5 = 20
a	Identify the key characteristics of an entrepreneur.	CO1	Remember	
	or			
b	Discuss the strengths and weaknesses of a business.	CO1	Understand	
	or			
c	Describe the government policies aimed at promoting entrepreneurship development.	CO2	Understand	
	or			
d	Explain the role of agencies that assist in the development of entrepreneurship.	CO2	Understand	
	or			
e	Differentiate between the terms 'Entrepreneur' and 'Entrepreneurship'	CO3	Understand	
	or			
f	Explain the different problem-solving skills essential for an entrepreneur.	CO3	Understand	
	or			
g	Define the term project formulation	CO5	Understand	
	or			
	Write a brief note on a project report.	CO5	Understand	
Section II				
Long Answer type questions.				
2	a. Define achievement motivation in brief.	CO1	Remember	2 x 15 = 30
	b. Evaluate the concept of 'Entrepreneurship as a Career.	CO1	Evaluate	
	or			
	a. Explain the concept of entrepreneurship development in brief.	CO1	Understand	
3	b. Explain the contribution of women entrepreneurs in India	CO1	Understand	
	or			
	a. Explain in detail the different government institutions involved in entrepreneurship development.	CO4	Analyze	
	b. Describe the process of idea generation and explain how ideas can be transformed into business opportunities.	CO4	Apply	
4	or			
	a. Discuss the impact of economic reforms on agribusinesses.	CO4	Understand	
	b. Recommend the central and state-level institutions that support entrepreneurship development.	CO4	Evaluate	

Course Outcomes:

At the end of the course, the students will be able to

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CO1 Understand theories of entrepreneurship and business development

CO2 Understand the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise

CO3 Understand and evaluate the key factors needed to develop a successful business

CO4 Comprehend the central role of opportunity recognition and marketing to business development.

CO5 Understand the creation of business sustainability