

P P SAVANI UNIVERSITY

Seventh Semester of B. P.T. Examination

January 2020

SEPD 4010 Innovation and Entrepreneurship

Time: 09:00 a.m. To 12:00 p.m.

15.01.2020, Wednesday

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in separate answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.
4. Use of scientific calculator is allowed.

SECTION - I

- Q - 1 Essay Question(Any One) [10]**
- (i) Explain different Variables determine the growth of entrepreneurship.
 - (ii) Difference between Entrepreneur and Manager.
 - (iii) Which are the factors affecting entrepreneurship? Explain it in brief.
- Q - 2 Short Note(Any Two) [10]**
- (i) Explain the functions of Entrepreneurship.
 - (ii) Which are the negative aspects of Entrepreneurs?
 - (iii) Write a short note on Myth of Entrepreneurship.
 - (iv) Write a short note on Project Feasibility Study.
- Q - 3 Very Short Notes(Any Two) [10]**
- (i) Write a short note on Innovation.
 - (ii) Difference between Innovation & Constant Improvement.
 - (iii) Which are the Principles of Innovation?
 - (iv) Difference between Innovator & Adaptor.

SECTION - II

- Q - 1 Essay Question(Any One) [10]**
- (i) Define Market Segmentation. Explain different variables of market Segmentation.
- (ii) Which are the five different strategies of targeting the Market?
- (iii)
- Q - 2 Short Note(Any Two) [10]**
- (i) Define Marketing Management. Explain the concept of Demand, Value & Satisfaction.
- (ii) Difference between Goods & Services.
- (iii) Explain the concept of Niche Segmentation with the help of example.
- (iv) Write a Short note on Accounting Process.
- Q - 3 Very Short Notes(Any Two) [10]**
- (i) Write a note on Break Even Point (BEP).
- (ii) Calculate BEP from the following:
Fixed cost = Rs 10,000.
Selling Price = Rs 10/ unit.
Variable cost = Rs 5 / unit.
- (iii) Draft a format of Profit & Loss Account.
- (iv) Draft a format of Balance sheet.
