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**BCMEDV 351**

**Credit Based VI Semester B.Com./B.A./B.Sc. Degree  
Examination, April/May 2017  
(Common to all Vocational Batches)  
ENTREPRENEURSHIP DEVELOPMENT – II**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **any four** questions :

**(4×4=16)**

1. Write a note on quality control.
2. Distinguish between market and marketing.
3. What is trade credit ?
4. State the advantages of branding.
5. Write a note on Theory 'X' and Theory 'Y'.
6. Write a note on 'Great Man' theory of leadership.

**SECTION – B**

Answer **any four** questions :

**(4×8=32)**

7. What are the problems of marketing of small industrial products ?
8. Explain the factors influencing working capital.
9. Explain the causes of industrial sickness.
10. Define motivation. Explain its importance.
11. "Advertising is a waste", discuss.
12. What is break even analysis ? How it can be constructed ?

**SECTION – C**

Answer **any two** questions :

**(2×16=32)**

13. Explain the various steps in scientific selection process of employees in an organization.
14. What is working capital ? Explain various sources of working capital with its merits and demerits.
15. Define industrial sickness. What are the remedial measures to control industrial sickness ?
16. What do you mean by channels of distribution ? Explain the different types of channels of distribution.