

UNDERGRADUATE INTERMEDIATE EXAMINATION, 2020
KISHORE BHARATI BHAGINI NIVEDITA COLLEGE (C0-ED) (542)
B.COM SEMESTER IV (HONOURS/GENERAL/MAJOR) EXAMINATION
(UNDER CBCS, 2020)

ENTREPRENEURSHIP DEVELOPMENT & BUSINESS ETHICS
(CC4.1CHG)

FULL MARKS -40

TIME-1 HOUR

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SEND THE PHOTO OF YOUR ANSWER SHEET IN THE ABOVE E-MAIL ID

MODULE I

5×4=20

- 1.a) Define Entrepreneurship.
- b) Discuss the elements of Entrepreneurship.
- c) Which factors are considered to be the social determinants of Entrepreneurship?
- d) Why is small business important to a country's economy?

OR,

- a) What are the advantages of Self Help Groups (SHGs)?
- b) What are the functions of Venture Capital?
- c) Which factors are considered for location of Retail shop?
- d) Discuss the techniques of generating of Business Ideas?

MODULE II

5×4=20

2. a) What are the importance of Business Ethics?
- b) Discuss the elements of Business Ethics?

- c) Mention the features of Value-based conflicts?
- d) What are the advantages of Social Advertising?

OR

- a) What is the importance of ethics in Accounting?
- b) Mention the code of Ethics in Finance?
- c) Define Management Ethics?
- d) What are the advantages of Corporate Governance?