



বিদ্যাসাগর বিশ্ববিদ্যালয়

**VIDYASAGAR UNIVERSITY**

**B.Com. (Accounting & Finance)  
Honours Examination 2021**

**(CBCS)**

**4th Semester**

**ENTREPRENEURSHIP**

**PAPER—SEC2T**

*Full Marks : 40*

*Time : 2 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

All questions are of equal marks.

**Group-A**

Answer any *two* questions.

2×15

1. Describe various contents of a business plan.
2. Discuss various types of funding opportunities for a start-up.

3. What do you mean by entrepreneurship? States its elements and importance.
4. Explain the role of business incubators as a tool for entrepreneurship.

**Group-B**

Answer any *one* question. 1×10

5. Write a short note on 'Social Entrepreneurship'.
6. Resource mobilization is often referred to as "new business development" — Explain.

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**SEC2T : PERSONAL SELLING AND SALESMANSHIP**

**Group-A**

Answer any *two* questions. 2×15

1. What is personal selling? Explain its nature and significance. 4+6+5
2. Discuss the AIDAS model of personal selling. What is its significance? 8+7
3. Describe the concept of buying motives. Why should a salesman gain knowledge about the consumer buying motives? Distinguish between rational and emotional buying motives. 4+6+5
4. Explain various types of salespersons giving example. Discuss the Buying Formula theory of selling. 9+6

**Group-B**

Answer any *one* question.

1×10

5. What is approach in personal selling? Explain the different methods of approaching a prospect by a seller. 4+6
6. Describe the qualities in a good salesman. 10

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