Imteyaz

MGT/S-2/VII/13

2013

Time : 3 hours

Full Marks : 80

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

The questions are of equal value.

*Answer any **four** questions in which Q. No. 1 is compulsory.*

1. (a) Entrepreneur assists in :
   (i) Poverty Elimination
   (ii) Economic Development
   (iii) Capital Formation
   (iv) All of the above

   (b) Entrepreneurial traits deals with :
   (i) Job providing behaviour
   (ii) Profit seeking behaviour
   (iii) Risk taking behaviour
   (iv) None of these

BM – 1/3   (Turn over)

2. What is meant by Entrepreneur ? Discuss its main characteristics.

3. Describe the different stages of project preparation.

4. What is Advertising ? Explain the various types of advertisement.

5. What is Fund Flow Statement ? Explain its objectives.

6. What do you understand by Income Tax ? What are the objects of charging Income Tax ?

7. What is Project Appraisal ? Describe, in brief, the different aspects of project evaluation.

8. What do you mean by Ratio Analysis ? Explain its importance.

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What do you mean by Ratio Analysis ? Explain its importance

BM – 1/3 (50)   (4)   MGT/S-2/VII/13

(c) Which of the following is ideal current ratio ?

(i) 1 : 1

(ii) 2 : 1

(iii) 1 : 2

(iv) 4 : 1

(d) Money spent on marketing is :

(i) Wastage

(ii) Unnecessary Expenditure

(iii) Burden on the customer

(iv) Investment

(e) Income tax is a :

(i) Direct tax

(ii) Indirect tax

(iii) Progressive tax

(iv) None of these

(f) The term 'fund' as used in Fund Flow Statement means :

(i) Cash

(ii) Current Assets

(iii) Current Liabilities

(iv) C. A. & C. L.

(g) Project is not concerned with :

(i) Innovation

(ii) Vision

(iii) Risk

(iv) Creativity

(h) Project identification deals with :

(i) Viable product idea

(ii) Logical opportunity

(iii) Effective Demand

(iv) None of these

(i) Outdoor advertising includes :

(i) Newspaper Advertisement

(ii) Magazine Advertisement

(iii) Folders

(iv) Posters

(j) The maximum number of partner in a partnership firm is :

(i) 10

(ii) 20

(iii) 30

(iv) 50