B. TECH.

(SEM. VIII) EXAMINATION, 2006-07

ENTREPRENEURSHIP & EXPORT MANAGEMENT

Time : 3 Hours] [Total Marks : 100

Note : (1) Attempt all questions.
(2) Be precise in the answers.

1 Attempt any four parts : 5×4=20

(a) Define entrepreneurship. What are the characteristics of entrepreneurs?
(b) Discuss the role of SIDO in development of small scale industries.
(c) What is marketing mix? Explain its components.
(d) Explain the term “Time Value of money.”
(e) What are the steps involved in planning for setting up a small scale industry?
(f) What are the facilities available to women entrepreneurs in India?

2 Attempt any one : 20

(a) What is the need and significance of export documents? Explain various export documents and their purpose.
(b) Describe the highlights of 2002-07 Exim Policy of India and its implications on Textile industry.

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3 Attempt any two: \(10 \times 2 = 20\)
   (a) Differentiate between
       (i) marketing and selling
       (ii) revocable and irrevocable LC
   (b) Discuss the role of EXIM bank in development of exports.
   (c) What is cost accountancy? What are the various elements of cost?

4 Attempt any two: \(10 \times 2 = 20\)
   (a) Discuss the role of ECGC in export development.
   (b) Discuss the various channels for financing export trade.
   (c) Discuss the difference between and purpose of balance sheet and profits and loss account.

5 Write short notes on: (any four) \(5 \times 4 = 20\)
   (a) Present value of future amount
   (b) Packing credit guarantee
   (c) Methods of advertisement
   (d) Role of NSIC
   (e) Ratio analysis
   (f) Structure of a project report.