



BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.:

School of Entrepreneurship Skills
Session: 2019-20 (Summer Semester)
B. Voc. Program, III Semester,
2nd In-Sem. Examination

Course Code: SES1301

Time: 1 Hour

Course Name: Enterprise Creation

Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

Q.1. A business plan should be _____ to convey critical information to potential investors.

- a) Long and detailed
- b) Crisp and concise
- c) Complex and technical
- d) Attention to detail

Q.2. The _____ analysis addresses the roles of the community, region, nation, and world in a business.

- a) Environmental
- b) Industry
- c) Business
- d) Marketing

Q.3. In general, a _____ is a document that outlines the basic concept underlying a business.

- a) Harvesting plan
- b) Marketing plan
- c) Business plan
- d) Business projection

Q.4. Number of Employees, annual sales figures, key product lines, location of facilities, current stage of development (start-ups), corporate structure, etc. are parts of:

- a) The operational plan (in the business plan)
- b) The marketing plan (in the business plan)
- c) The background information (in the business plan)
- d) The content page (in the business plan)

Q.5. Pricing, demand management, distribution, and promotion and brand development are part of:

- a) Marketing plan (in the business plan)
- b) Financial plan (in the business plan)
- c) Operational plan (in the business plan)
- d) Harvest plan (in the business plan)



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Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

Q.1 How will you identify prospective customers?

Q.2 What is the scope of small business marketing?

Q.3 What are some common mistakes that entrepreneurs make in writing a business plan?

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 Briefly describe each of the components of a formal marketing plan.

Q.2. If the income statement of a financial plan shows that the business will be profitable, why is there a need for a statement of cash flows?

Q.3 How to Choose a Business Location?



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Section – B

03X02 = 06 Marks

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Q.1 How will you identify prospective customers?

Ans: Before launching a new business venture or a product, you need to identify your potential customer base. In order to modify your product/service idea according to the needs of your prospective customers, you need to know them better.

1. Get familiar with demographics
2. Evaluating the psychographics
3. Do research on successful competitor brands
4. Analyze your product to see who will buy from you

Q.2 What is the scope of small business marketing?

Ans: Strategic business activities are essential to measure the scope and success of small businesses.

The scope of small business marketing is limited by following factors:

- Budgets staffing creative approach
- Communication techniques needed to generate big profits

These factors will restrict the marketing for small business to social media platforms such as Facebook, LinkedIn, Instagram etc.

Q.3 What are some common mistakes that entrepreneurs make in writing a business plan?

Ans: There are many elements that make a good business plan, avoid these business plan mistakes and give your business idea the pitch it deserves.

1. Unrealistic Financial Projections
2. Not Defining the Target Audience
3. No Focus on your Competition
4. Not Knowing your Distribution Channels
5. One Writer, One Reader: Make sure you ask several people to review your plan before submitting it.

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 Briefly describe each of the components of a formal marketing plan.

Ans: Here are the essential components of a marketing plan that needs to be kept while devising the marketing plan.

Market research: MR is the backbone of the marketing plan. Identify consumer buying habits in the industry, market size, market growth or decline, and any current trends.

Target market: A well-designed target market description identifies your most likely buyers. In addition, you should discuss at least two or three levels of segmentation.

Marketing mix: The marketing mix component of a marketing plan describes the specific strategies you will implement to reach your target audience, entice the target audience to spend their money, and create a desire in them to return to your enterprise.

Competitive analysis: You need to know who your competitors are and how your products and services are different.

Contingency plan: The contingency plan describes possible adjustments to make to your strategies if your marketing tactics are more or less effective than originally planned.

Market strategy: It is the path to sales goals of the business.

Marketing budget: This component of a marketing plan consists of developing a marketing budget, which will allow you to plan for marketing expenditures.

Q.2. If the income statement of a financial plan shows that the business will be profitable, why is there a



need for a statement of cash flows?

Ans: The statement of cash flows tells you how much cash went into and out of a company during a specific time frame such as a quarter or a year. You may wonder why there's a need for such a statement because it sounds very similar to the income statement, which shows how much revenue came in and how many expenses went out.

The difference lies in a complex concept called accrual accounting. Accrual accounting requires companies to record revenues and expenses when transactions occur, not when cash is exchanged. While that explanation seems simple enough, it's a big mess in practice, and the statement of cash flows helps investors sort it out.

The statement of cash flows is very important to investors because it shows how much actual cash a company has generated. The income statement, on the other hand, often includes noncash revenues or expenses, which the statement of cash flows excludes.

Investor's before any potential investment look the firm's ability to generate cash, which is reflected only in the statement of cash flows.

Q.3 How to Choose a Business Location

Ans: There is a saying that the three most important considerations in business are location, location, location. So before starting a new business that operates primarily offline, location is critical. Every business wants to be near to their customers.

Other than these the location decision has a direct effect on an operation's costs as well as its ability to serve customers (and therefore its revenues). Also, location decisions, once made, are difficult and costly to undo. The costs of moving an operation are often significant and run the risk of inconveniencing customers and staff.

Before making location decision it is advisable that the entrepreneur follow these steps:

Identify Dominant Location Factors: In this step entrepreneurs identify the location factors that are dominant for the business.

Develop Location Alternatives: Once entrepreneur know what factors are dominant, they can identify location alternatives that satisfy the selected factors.

Evaluate Location Alternatives: After a set of location alternatives have been identified, entrepreneur evaluate them and make a final selection.

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School of Entrepreneurship Skills
Third Semester, 2nd In-Sem. Examination
B. Voc. Program, Session (2019-20)

Course Code: SES 1302**Course Name: Govt. Schemes & Institutional Support (GSIS)****Time: 1 Hour****Max. Marks: 20****Instructions:**

(i) Answer all questions from Section-A, each question carries One Mark. Answer all questions from Section-B, each question carries Two Marks. Answer all questions from Section-C, each question carries Three Marks.

(ii) Please write all the answers in **ENGLISH** only

Section – A

05X01 = 05 Marks

1. MOFPI stands for
 - (a) Member of Food Processing Industries
 - (b) Ministry of Food Processing Industries
 - (c) Ministry of Food Price Industries
 - (d) Ministry of Farm Processing Industries
2. ICAR means
 - (a) Indian Council of Agricultural Research
 - (b) Indian Company of Agricultural Research
 - (c) Indian Council of Agro Research
 - (d) Indian Council of Asian Research
3. In NABARD, D stands for
 - (a) Development
 - (b) District
 - (c) Daily
 - (d) Developing
4. SIDBI came into existence
 - (a) 2006
 - (b) 1990
 - (c) 1885
 - (d) 2001
5. IDBI means
 - (a) Industrial Development Bank of India
 - (b) Indian Development Bank of India
 - (c) Industrial Deployment Bank of India
 - (d) Internal Development Bank of India

Section – B

03X02 = 06 Marks

1. What is krishi vigyan kendra ?
2. Write a short note on technical and other institutions established by Ministry of MSME.
3. What is Ministry of Heavy Industries?

Section – C

03X03 = 09 Marks

1. What is the role of NABARD?
2. Explain Small Industrial Development Bank of India.
3. Explain ICAR institutes in detail.

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**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****School of Entrepreneurship Skills****Third Semester, 2nd In-Sem. Examination****B. Voc. Program, Session (2019-20)****Course Code: SES 1302****Course Name: Govt. Schemes & Institutional Support (GSIS)****Time: 1 Hour****Max. Marks: 20****Instructions:**

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Section – B

03X02 = 06 Marks

1. What is krishi vigyan kendra ?
2. The ICAR Standing Committee on Agricultural Education, in its meeting held in August, 1973, observed that since the establishment of Krishi Vigyan Kendras (KVKs) was of national importance which would help in accelerating the agricultural production as also in improving the socio-economic conditions of the farming community, the assistance of all related institutions should be taken in implementing this scheme. The ICAR, therefore, constituted a committee in 1973 headed by Dr. Mohan Singh Mehta of Seva Mandir, Udaipur (Rajasthan), for working out a detailed plan for implementing this

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scheme. The Committee submitted its report in 1974. The first KVK, on a pilot basis, was established in 1974 at Puducherry (Pondicherry) under the administrative control of the Tamil Nadu Agricultural University, Coimbatore. At present there are 713 KVKs, out of which 498 are under State Agricultural Universities (SAU) and Central Agricultural University (CAU), 63 under ICAR Institutes, 101 under NGOs, 38 under State Governments, and the remaining under other educational institutions.

2. Write a short note on technical and other institutions established by Ministry of MSME.

Office of Development Commissioner (MSME)

Development Commissionerate implements the policies and various programmes/schemes for providing infrastructure and support services to MSMEs. The Office of the Development Commissioner [O/o DC (MSME)] is an attached office of the Ministry, headed by the Additional Secretary & Development Commissioner (AS & DC), MSME. It functions through a network of MSME-Development Institutes (DI), Regional

Testing Centers, Footwear Training Institutes, Production Centers, Field Testing Stations and specialized institutes.

A: Khadi Village Industries Commission (KVIC)

B: Coir Board

C: National Small Industries Corporation Limited (NSIC)

D: National Institute for micro, Small and Medium Enterprises (NIMSME)

E: Mahatma Gandhi Institute of Rural Industrialization (MGIRI)

3. What is Ministry of Heavy Industries?

The Ministry of Heavy Industries and Public Enterprises is an executive agency of the Government of India that administers 48 central public sector enterprises (PSEs) and assists them in their effort to improve capacity utilization and increase profitability, generate resources and re-orient strategies to become more competitive. The ministry serves as an interface between PSEs and other agencies for long-term policy formulation. The ministry also encourages the restructuring of PSEs to make their operations competitive and viable on a long-term and sustainable basis.

Section – C

03X03 = 09 Marks

1. What is the role of NABARD?

National Bank for Agriculture and Rural Development (NABARD) is an Apex Development Financial Institution in India. NABARD was established on the recommendations of B.Sivaraman Committee, (by Act 61, 1981 of Parliament) on 12 July



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1982 to implement the National Bank for Agriculture and Rural Development Act 1981. It replaced the Agricultural Credit Department (ACD) and Rural Planning and Credit Cell (RPCC) of Reserve Bank of India, and Agricultural Refinance and Development Corporation (ARDC). It is one of the premier agencies providing developmental credit in rural areas. NABARD is India's specialised bank for Agriculture and Rural Development in India.

The initial corpus of NABARD was Rs.100 crores. Consequent to the revision in the composition of share capital between Government of India and RBI, the paid up capital as on 31 May 2017, stood at Rs.6,700 crore with Government of India holding Rs.6,700 crore (100% share). The authorized share capital is Rs.30,000 crore

2. Explain Small Industrial Development Bank of India.

Small industrial Development Bank of India (SIDBI) is a development financial institution in India, headquartered at Lucknow and having its offices all over the country. Its purpose is to provide refinance facilities and short term lending to industries, and serves as the principal financial institution in the Micro, Small and Medium Enterprises (MSME) sector. SIDBI also coordinates the functions of institutions engaged in similar activities. It was established on April 2, 1990, through an Act of Parliament. It is headquartered in Lucknow.

3. Explain ICAR institutes in detail.

The Indian Council of Agricultural Research (ICAR) is an autonomous body responsible for coordinating agricultural education and research in India. It reports to the Department of Agricultural Research and Education, Ministry of Agriculture. The Union Minister of Agriculture serves as its president. It is the largest network of agricultural research and education institutes in the world. Presently, regulation of agricultural education is the mandate of ICAR, Veterinary Council of India (Veterinary sub-discipline) and Indian Council of Forestry Research and Education (Forestry sub-discipline). As of October 2017, ICAR has following institutions:

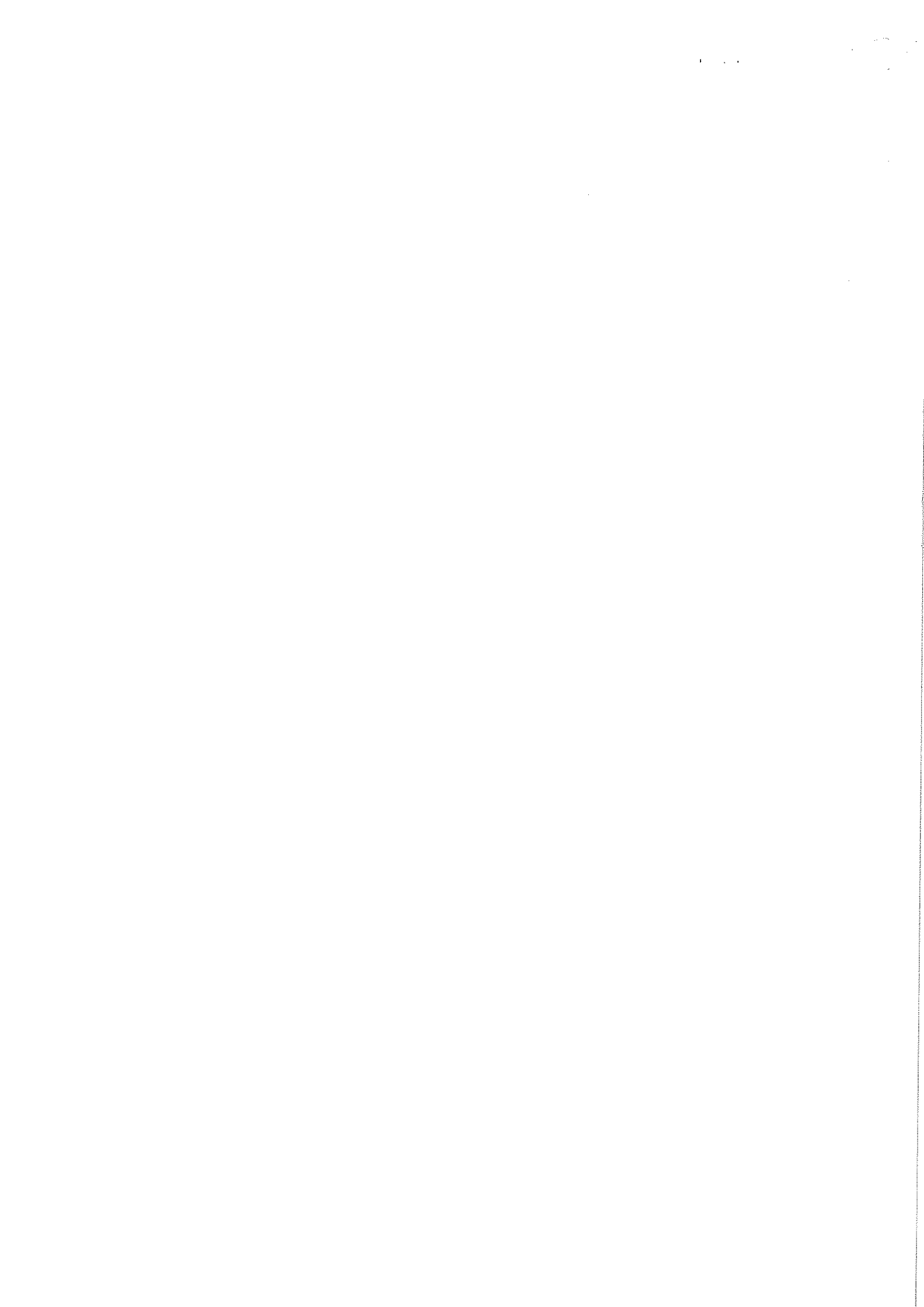
6 Deemed Universities (2 new-NAARM, Hyderabad and NIASM, Melegaon, Maharashtra)

64 ICAR Institutions

16 National Research Centers

6 National Bureau

25 Directorates/Project Directorates (upgraded NRCs-12)





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Registration No.:

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Session: 2019-20 (Summer Semester)
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Course Code: SES1303
Course Name: Business Accounting and Finance

Time: 1 Hour
Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

Q1 Which of the following is included in Modern Accounting Method under Capital?

- a) Capital Account
- b) Drawing Account
- c) Both of Above
- d) None of Above

Q2. Which account is an asset account?

- a) Land
- b) Cash
- c) Goodwill
- d) All of above

Q.3 Modern classification of accounts include?

- a) Real Account
- b) Asset Account
- c) Unreal Account
- d) Personal Account

Q.4. Accounting Equation is correct one?

- a) Liabilities = Assets- Capital
- b) Assets= Liabilities+ Capital
- c) Capital= Assets- Liabilities
- d) All of above

Q 5. Businesses depreciate long-term assets for _____ purposes:

- a) tax
- b) accounting purposes
- c) Both of above
- d) None of above

Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

Q.1 What is accounting entry for "Ashok started business with capital in cash of Rs.200000"?

Q.2 Write Full form of GAAP?

Q.3. What is accounting entry for "Furniture purchased for cash Rs. 7000"?

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 What is Depreciation?

Q.2. What are causes and objectives of depreciation?

Q.3. What is Principle of Consistency?



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Q.1 What is accounting entry for "Ashok started business with capital in cash of Rs.200000"?

Ans.	Cash A/c	Dr.	200000	
	To Capital a/c			200000

Q.2 Write Full form of GAAP?

Ans Generally Accepted accounting Principles

Q.3. What is accounting entry for "Furniture purchased for cash Rs. 7000"?

Ans.	Furniture A/c	Dr.	7000	
	To Cash a/c			7000





Section – C

03X03 = 09 Marks

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Q.1. What is Depreciation?

Ans. Depreciation is an accounting method of allocating the cost of a tangible asset over its useful life and is used to account for declines in value. Businesses depreciate long-term assets for both tax and accounting purposes. It includes a reduction in the value of an asset over time, due in particular to wear and tear.

The purpose of charging depreciation includes:

- To calculate proper profits.
- To show asset at its reasonable value.
- To keep the original monetary value of the asset intact
- To provide for replacement of asset.
- For tax purposes.

Q.2. What are causes and objectives of depreciation?

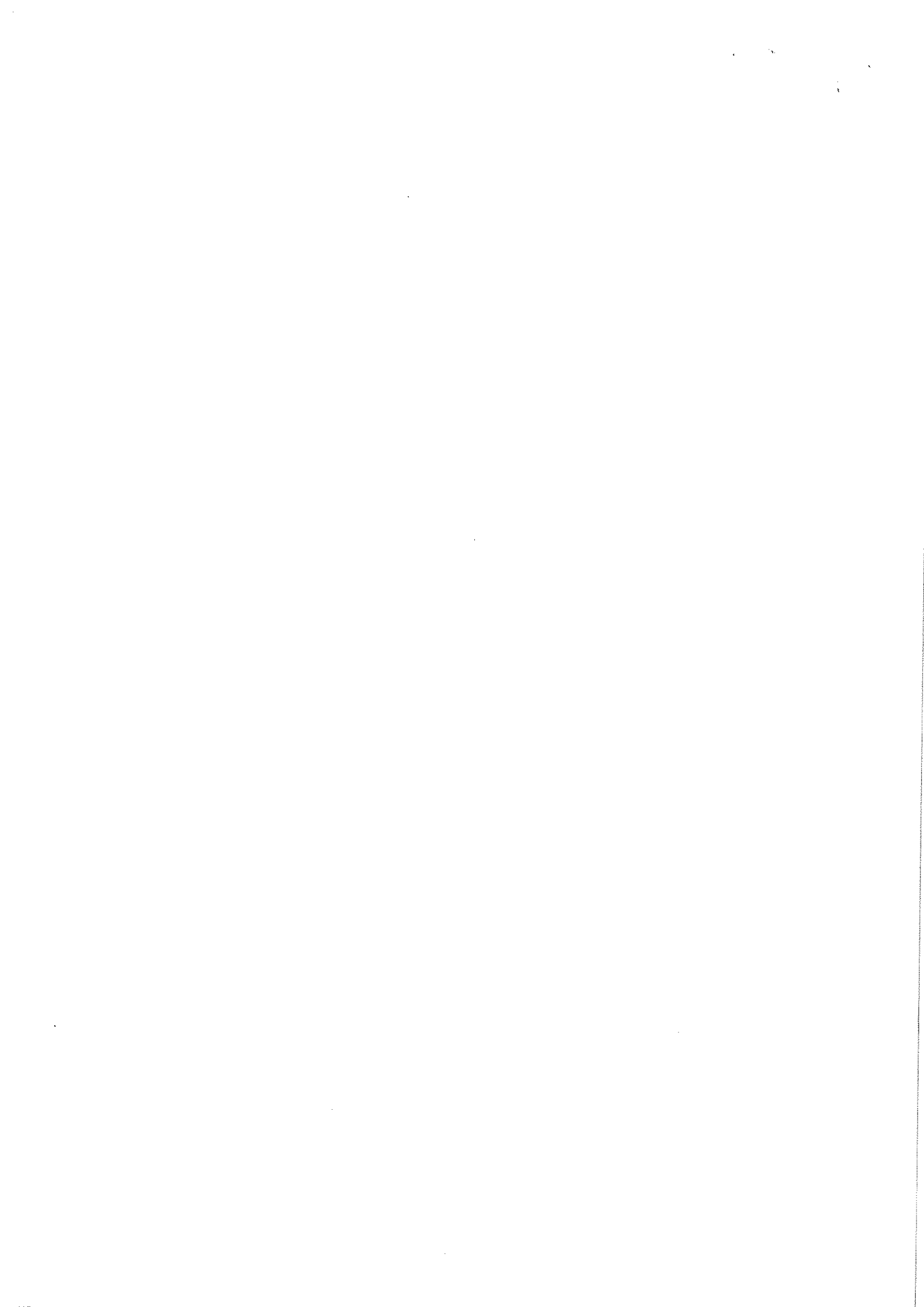
Ans. "Depreciation means permanent decline in the value of assets due to wear and tear or from any other cause."

Causes of Depreciation

1. Wears and Tears: The value of an asset declines due to its constant use in the business. Generally, fixed assets are depreciated due to wear and tears which means reduction in the efficiency and value of an asset caused from vibration, friction, accident, movement, erosion etc.
2. Innovation: Due to the development of science and technology, the new and improved automatic machines may be invented. Such invention reduces in the value of old and existing machinery.
3. Expiry of Time: The value of some assets like patent right, copy-right, lease hold property etc. decrease with the passage of time. The right of such assets is predetermined for certain duration. After its expiry, there is no value even it is not used.
4. Exhaustion: The value of some assets like mines and quarries go on declining with the continuous use.
5. Fall in market price: Another reason of depreciation is permanent fall in the price of an asset. The value of asset reduces as the market price of an asset continuously goes on declining.

Objectives for providing depreciation

1. For the replacement of assets: The fund equal to the amount of the depreciation is created which will remain in the firm. After the expiry of the life of asset, the same fund can be utilized to replace the new asset.
2. For the determination of true profit or loss: Depreciation is also an expense like repair and maintenance which must be included in profit and loss account to ascertain the correct profit or loss of a business for the year.
3. For the presentation of assets in the balance sheet at their proper value: Depreciation must be charged to each fixed asset for the true and fair presentation of assets in the balance sheet. The depreciation is deducted from the cost or book value of assets each year.





4. For the determination of correct cost of production: Correct cost of production can not be ascertained if the depreciation is not charged to the fixed assets. Thus, it is necessary to include amount of depreciation in the calculation of cost of each product.

Q.3. What is Principle of Consistency?

Ans.

The consistency principle states that, once you adopt an accounting principle or method, continue to follow it consistently in future accounting periods. Only change an accounting principle or method if the new version in some way improves reported financial results. If such a change is made, fully document its effects and include this documentation in the notes accompanying the financial statements.

Auditors are especially concerned that their clients follow the consistency principle, so that the results reported from period to period are comparable. This means that some audit activities will include discussions of consistency issues with the management team. An auditor may refuse to provide an opinion on a client's financial statements if there are clear and unwarranted violations of the principle.

The consistency principle is most frequently ignored when the managers of a business are trying to report more revenue or profits than would be allowed through a strict interpretation of the accounting standards. A telling indicator of such a situation is when the underlying company operational activity levels do not change, but profits suddenly increase.

