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Total Number of Pages: 02

MBA
15MNG303

3rd Semester Regular / Back Examination 2018-19
ENTREPRENEURSHIP AND BUSINESS INCUBATION

Branch : MBA

Time: 3 Hours

Max Marks: 100

Q Code :E249

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10)

(02x10)

- What is meant by Fabian Entrepreneur? Give two examples.
- Define Industrial Sickness. Give examples of two sick companies.
- Why Imitative Entrepreneur is better than Innovative Entrepreneur?
- What is meant by Start Up ECO system?
- Define Virtual Business Incubation and give suitable examples.
- What are the different forms of Incubation Centres?
- What is replicable business model for a start up business?
- Distinguish between Start Up and Business Incubation.
- State four important characteristics of a successful Entrepreneur.
- What is TBI?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(06x08)

- What makes Silicon Valley a unique entity?
- What are the major challenges faced by women entrepreneurs?
- What is meant by Benchmarking?
- What are the guidelines for Seed support System for Start Up business?
- What are the different stages of financing a Start Up?
- Discuss the basic constituents of a Business Plan.
- Mention a few techniques to generate creative ideas.
- Give a brief classification of Entrepreneurship.
- What do you mean by Strategic Alliances? Explain with examples.
- What do you mean by Intrapreneurship? How is it different from Entrepreneurship?
- Discuss the Psychological and Social models of Entrepreneurship Development.
- Discuss the state level institutions for supporting the entrepreneurial

activities.

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

Q3 Briefly describe the rationale behind the development of MSM Enterprise in India. **(16)**

Q4 What is Business Incubation? What are the underlying policies of Business incubation? **(16)**

Q5 Define Start Up. What are the essential components of Start Up Business? **(16)**

Q6 How Entrepreneurial Motivation is useful in developing a successful entrepreneur? **(16)**