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Total Number of Pages : 01

MBA
18MBA209

2nd Semester Regular Examination 2018-19

ENTREPRENEURSHIP DEVELOPMENT

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F944

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 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- What is entrepreneurial motivation?
- What is intrapreneurship?
- What are the two symptoms of sickness in MSME sector?
- Identify two marketing problems faced by a SSI entrepreneur.
- Name two renowned women entrepreneurs of India.
- What is innovative entrepreneurship?
- State two state level institutions promoting SME..
- Give two characteristics of a successful entrepreneur.
- What is entrepreneurial trait?
- What is environmental dynamics of a new venture?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are the major challenges faced by the women entrepreneurs in India?
- Describe Virtual business incubation with example
- What is meant by Benchmarking?
- What do you mean by strategic alliance? Explain with example.
- What is Start Up ECO system?
- What is MSME sector?
- What is Venture Capital?
- What is the need of training in the Small Scale Enterprise?
- Discuss the role of NSIC in promoting Small Scale Industries.
- Discuss the characteristics (any six) of a successful entrepreneur.
- What are the different stages of financing a Start Up?
- Give Classification (any six) of entrepreneurship.

Part-III

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

Q3 Outline the common marketing problems faced by Small Scale Entrepreneurs and suggest measures to overcome them. (16)

Q4 What do you mean by Business Plan? Prepare a business plan highlighting on its various components. (16)

Q5 Define entrepreneurship. How is entrepreneurship linked with socio economic development of a country. (16)

Q6 Discuss the various regulatory authorities and their powers in sanctioning a project in MSME sector. (16)