

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7148

Roll No.

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MBA

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Attempt all questions.

(ii) All questions carry equal marks.

1. Answer any two of the following : (2x10=20)
 - (a) Discuss the various stages in Entrepreneurial Process.
 - (b) Discuss the various reasons for Entrepreneurial failure.
 - (c) How does an entrepreneur contribute to the economy and to the society ?

2. Answer any two of the following : (2x10=20)
 - (a) Discuss the role of creativity in idea generation.
 - (b) Discuss the various components of a business plan.
 - (c) Discuss the aspects in product concept testing.

3. Answer any two of the following : (2x10=20)

- (a) 'Finance is important not only to start an enterprise but to run it as well'. Discuss the statement and give the need for Institutional support.
- (b) Differentiate between international and domestic entrepreneurship in detail.
- (c) Enumerate various policies of government towards the small sector after independence.

4. Answer any two of the following : (2x10=20)

- (a) Discuss the concept of Professionalism and need of professionalism in family business.
- (b) Define a family-entrepreneur. Explain its characteristics.
- (c) Give the various venture capital firms in the Indian market. Whom would you select for financing your venture and why ?

5. Write short note on any four of the following : (4x5=20)

- (a) Schumpeter view regarding entrepreneurship.
- (b) McClelland's Three Need Model.
- (c) Brain Storming.
- (d) Innovation and Entrepreneurship.
- (e) Globalisation and Small Scale Industries.
- (f) Women Entrepreneur.