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Total Number of Pages : 02

MBA
18MBA209

2nd Semester Regular/ Back Examination: 2022-23

ENTREPRENEURSHIP DEVELOPMENT

MBA, MBA(A& M), FM&HRM, LSCM, MBA (M & F), RM, BM, FM, GM, HRM, IB, MM, BA

Time : 3 Hour

Max Marks : 100

Q. Code : M235

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 Answer the following questions:

(2 x 10)

- What is the full form of FSSAI?
- What is net working capital?
- What do you mean by lock-out in an enterprise?
- What is a secured loan?
- What do you mean by subsidies?
- Explain the 4 P's of marketing.
- What do you mean by Startup eco system?
- What is content marketing?
- What do you mean by zero defects and zero effect?
- What is bridge finance?

Part-II

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

- What do you mean by business incubation?
- What are the various legal requirements for starting a business in India?
- What do you mean by a break-even point?
- What is product positioning?
- What are the differences between wage employed and self employed people?
- Mention five schemes of government available for the girl children's in India.
- What do you mean by entrepreneurial traits and skills? Elaborate.
- Mention six differences between an entrepreneur and a manager.
- Explain the various central and state government incentives for MSMEs.
- What are the various strategies available for revival of the sick industries?
- What are the various sources of finance for a start-up business?
- What is Swachh Bharat Mission?

Part-III

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

- Q3** What is the meaning of an entrepreneur? Explain the various categories of entrepreneurs found in India. **(16)**
- Q4** What do you mean by business plan? Explain the important components of a business plan. **(16)**
- Q5** Discuss the various policy measures of the Government of India to promote women entrepreneurship in India. **(16)**
- Q6** What is incubation in business process? Explain the various roles of incubation centres in entrepreneurship development. **(16)**