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Total Number of Pages: 02

MBA
18MBA209

2nd Semester Regular/ Back Examination: 2023-24

ENTREPRENEURSHIP DEVELOPMENT

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

Time: 3 Hours

Max Marks: 100

Q. Code: P569

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 PMEGP?
- What is market segmentation?
- Who is a Fabian entrepreneur?
- What is gestation period?
- What is competency mapping?
- What is a sick unit?
- What is unsecured loan?
- What is gross working capital?
- What is event marketing?
- What is a balance sheet and why is it prepared?

Part-II

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

(6 x 8)

- What is Cash Conversion Cycle? Explain the formula to calculate CCC.
- What is Udyog Aadhaar? Why is it useful for MSMEs?
- What do you mean by SCAMPER technique in business ideas?
- 'TQM is a continuous process for continuous improvement in organizational performance'. Explain.
- What are the various source of finance for an entrepreneur?
- What do you mean by entrepreneurship development programmes? Explain.
- What are the various objectives and goals of business incubators?
- Mention six differences between an entrepreneur and a businessman.
- Explain the various central and state government incentives for MSMEs.

- j) What do you mean by business incubation?
k) What are the various legal requirements for starting a MSME unit in India?
l) How do you increase the value of your customer?

Part-III

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

- Q3** What is the meaning of entrepreneur? Explain the various characteristics of an entrepreneur. (16)
- Q4** What do you understand by entrepreneurial marketing? What are the 10 biggest problems faced by entrepreneurs in India while starting a startup? (16)
- Q5** What do you mean by industrial sickness? What are the various causes of industrial sickness in India? (16)
- Q6** What do you mean by entrepreneurial environment? Explain the common factors of the environment affecting entrepreneurship. (16)