

Roll No.

12043

MBA 2 Year 3rd Semester (CBCS)

Examination – May, 2019

ENTREPRENEURSHIP

Paper : 17IMG23C3

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : All questions of Section – A are *compulsory*. Each question of Section – A carries two marks. Attempt *four* questions from Section – B selecting at least *one* question from each Unit. Each question of section-B carries 16 marks.

SECTION – A

1. Briefly explain the following :

- (a) What are the determinants of entrepreneurship ?
- (b) What do you mean by business opportunity ?
- (c) What are the various forms of ownership ?
- (d) Explain the features of venture capital investments.

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- (e) **Why** an entrepreneur **is** called a change agent ?
- (f) **Differentiate** between creativity and innovation.
- (g) **Differentiate** between a marketing plan and a business plan.
- (h) What is a patent ?

SECTION – B

UNIT – I

2. Define entrepreneur and entrepreneurship. What are the various types of entrepreneurship ? Discuss the knowledge and skills of a successful entrepreneur.
3. "Entrepreneurship is essential for the economic growth of a country". Elaborate this statement in reference to contribution of the entrepreneurship to the growth of the National Economy.

UNIT – II

4. What is project report ? State the importance of project report for entrepreneurs and investors.
5. What is feasibility study ? What are the various areas of assessment in a feasibility study ?

UNIT – III

6. What are the various considerations to be kept in mind by the entrepreneur while finalizing the marketing mix for new venture ?

7. What are the important ingredients of financial plan ?
What is the role of budgets in preparing proforma statements ? How to prepare the proforma of cash flow, income, balance sheet ?

UNIT – IV

8. Write notes on the following :
- (a) Role of Government agencies in financing the enterprises.
 - (b) Trademark and its registration
9. What is the difference between debt financing & equity financing ? Highlight their relative advantages and disadvantages. Which of them is commonly more popular among entrepreneurs and why ?
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