

18. (a) Discuss on various non banking financial institutions supporting budding entrepreneurs in India.

Or

- (b) Explain the role of government in entrepreneurship development.

19. (a) Define targeting. Explain different types of targeting strategies.

Or

- (b) Define plant layout. Discuss about various plant layouts.

20. (a) Explain the factors to be considered on working capital management.

Or

- (b) Define selection. Explain about selection process.

Reg. No. :

Code No. : 6329

Sub. Code : C 23 A

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2012.

Second Semester

Business Administration

ENTREPRENEURSHIP

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

1. Define Super growth entrepreneurs.
2. Define Intrapreneurs.
3. Entrepreneurial environment.
4. Project cycle.
5. SFC's
6. EXIM Bank

7. Fixed position layout
8. Niche marketing
9. Profitability analysis
10. Budgeting

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Briefly explain on entrepreneurial cultural factors?

Or

- (b) Explain the importance of entrepreneurs in economic development.

12. (a) Briefly explain on new product development process.

Or

- (b) Discuss on important characteristics of a good project?

13. (a) Explain the role of ICICI in entrepreneurship development.

Or

- (b) Discuss the role of DIC's in entrepreneurship development.

14. (a) Define Segmentation. Explain various types of segmentations.

Or

- (b) Define positioning. Explain about various positioning strategies.

15. (a) Explain on working capital management cycle.

Or

- (b) Define BEP. With a neat sketch explain breakeven point?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the role of women entrepreneurs in Indian economic development.

Or

- (b) Explain on various factors directly and indirectly affecting entrepreneurship in India.

17. (a) Define business plan. Explain the components in a business plan.

Or

- (b) Prepare a project report to setup a dairy farm?