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M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Third Semester

Business Administration

ENTREPRENEURSHIP

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Intrapreneur is a _____
(a) Skeptical (b) Cautious
(c) Courageous (d) None of these
2. People who work for someone else:
(a) aptitude (b) employee
(c) entrepreneurs (d) loner

3. Course content and curriculum of EDP includes _____

- (a) General introduction of entrepreneurship
- (b) Motivation training
- (c) Plant visits
- (d) All the above

4. Maslow's hierarchy of needs includes _____

- (a) Psychological needs
- (b) Esteem needs
- (c) Social needs
- (d) All the above.

5. Small Industries Development Bank of India was established in _____

- (a) 1990 (b) 1991
- (c) 1992 (d) 1993

6. _____ was established in the year 1993 at Guwahati by the erstwhile Ministry of Industry.

- (a) IIE (b) DIC
- (c) TCO (d) NABARD



7. Quality control is concerned with the quality of:
- (a) Future production
 - (b) Past production
 - (c) Current Production
 - (d) Buffer stock
8. _____ is a process of dividing a market into subsets of consumers with common needs
- (a) Marketing mix
 - (b) Positioning
 - (c) Targeting
 - (d) Market segmentation
9. _____ is a process of finding out candidates who are encouraged to apply for the salesman job.
- (a) Recruitment
 - (b) Selection
 - (c) Advertising
 - (d) Sales promotion
10. The job of financial manager is confined to _____
- (a) Investment, financing and dividend decisions
 - (b) Investment, financing and sales decisions
 - (c) Cash, financing and dividend decisions
 - (d) None of these.

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the significances of entrepreneurship?

Or

- (b) List out the functions of entrepreneurs.

12. (a) State the course content and curriculum of entrepreneurial development program.

Or

- (b) Describe the characteristics of project.

13. (a) What are the functions of District Industries Center?

Or

- (b) What are the objectives of KVIC?

14. (a) Briefly explain the elements of marketing mix.

Or

- (b) List out the benefits of market segmentation.



15. (a) Describe the advantages of adequate working capital.

Or

- (b) What are the objectives of training?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the features of entrepreneurship.

Or

- (b) Discuss about the various types of entrepreneur.

17. (a) Critically evaluate the challenges and problems faced by women entrepreneur in India.

Or

- (b) Discuss about the process of project evaluation.

18. (a) Explain the various schemes of NSIC.

Or

- (b) What are the types of financial assistance provided by ICICI?

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19. (a) Explain the bases of segmentation for consumer markets.

Or

- (b) Discuss about the various types of plant layout.

20. (a) Explain the factors affecting the working capital requirement.

Or

- (b) What are the functions of Human Resource Management? Explain.
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