

(8 pages)

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M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

First Semester

Business Administration – Core

ENTREPRENEURSHIP DEVELOPMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. An individual who starts, creates and manages a new business can be called as _____.
 - (a) A leader
 - (b) A manager
 - (c) A Professional
 - (d) An entrepreneur

2. _____ is the process through which individual perceives opportunities without regard to resources they possess.
 - (a) Start-up Management
 - (b) Entrepreneurship
 - (c) Financial Analysis
 - (d) Feasibility Planning
3. The feasibility study process of entrepreneurship are _____.
 - (a) Illumination
 - (b) Verification
 - (c) Both (a) and (b)
 - (d) None of these
4. The purpose of soft loan scheme is to encourage units to undertake _____.
 - (a) Modernization of plant and machinery
 - (b) Replacement of plant and machinery
 - (c) Renovation of plant and machinery
 - (d) All the above
5. Seed capital assistance is _____.
 - (a) A long-term assistance
 - (b) Initial assistance
 - (c) A help for the purchase of seeds
 - (d) A short-term assistance



6. Institutional agencies grant financial assistance to small scale industries for _____.

- (a) participation in equity capital only
- (b) acquisition of fixed assets
- (c) working capital assistance
- (d) all of the above

7. Name the first stage involved in the entrepreneurship.

- (a) Business plan
- (b) Ideation
- (c) Business model
- (d) Assessing Opportunity

8. _____ is the place where the required facilities and factory accommodation are provided by the government to the entrepreneurs to establish their industries there.

- (a) industry
- (b) industrial estate
- (c) company
- (d) none of these

9. _____ has been recognized as the nodal agency to support the small scale industry export promotion.

- (a) SIDO (b) TDC
- (c) NSIC (d) IFSC

10. Which one among the following is considered as one of the important economic factor which determine entrepreneurial growth?

- (a) Government (b) Politics
- (c) Market (d) Private

11. Out of which of these activities one of it is supporting growth of MSME sector in India?

- (a) ISO Standards
- (b) Management Education
- (c) IT revolution
- (d) Cluster based activities

12. The purpose of financial analysis is to determine _____ of the project.

- (a) Input feasibility
- (b) Output feasibility
- (c) Financial feasibility
- (d) Cost-benefit feasibility



13. Which one of the following is the way by which an entrepreneur can enter into international business?

- (a) Export
- (b) Non equity arrangements
- (c) Direct foreign investment
- (d) All the above

14. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) was setup by Government of India and which of the following bank?

- (a) RBI
- (b) NABARD
- (c) SIDBI
- (d) MUDRA

15. A provisional SSI registration certificate is valid for a period of _____.

- (a) 4 Years
- (b) 3 Years
- (c) 2 Years
- (d) 1 Year

PART B — (5 × 4 = 20 marks)

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

Each answer should not exceed 250 words.

16. (a) Enumerate the causes for slow pace of entrepreneurial growth in India.

Or

(b) Explain the role of MSME in India.

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17. (a) Explain about Licensing in Business.

Or

(b) Describe Environment Scanning.

18. (a) Explain the kinds of opportunities in new venture generation.

Or

(b) Describe the techniques of market survey.

19. (a) Briefly explain the elements of a business plan.

Or

(b) Describe E-commerce startups in India.

20. (a) Describe the financing considerations for entrepreneurs.

Or

(b) Explain working capital in new venture creation.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

21. (a) Elaborate the function of an entrepreneur.

Or

- (b) Bring out the challenges of entrepreneurship.

22. (a) Explain about creation of opportunities for innovation.

Or

- (b) Discuss the innovation in Indian firms.

23. (a) Discuss the strategies adapted in different stages of life cycle of a product.

Or

- (b) Elaborate about distribution channel.

24. (a) State the guidelines in preparing a business plan.

Or

- (b) Explain the key building blocks of business model canvas.

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25. (a) What are the institutional arrangements of Entrepreneurship?

Or

- (b) Describe the ways in providing the finance to small businesses.

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