

(6 pages)

Reg. No. :

Code No. : 6066

Sub. Code : KBAM 32

MASTER OF BUSINESS ADMINISTRATION (CBCS)
DEGREE EXAMINATION, NOVEMBER 2017.

Third Semester

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. Of the following institutions which provides financial assistance to SSI?
(a) SIDBI (b) ITCOT
(c) THIC (d) EXIM.
2. Of the following institutions which provides service assistance to SSI?
(a) SIDBI (b) ITCOT
(c) SISI (d) THIC.

3. _____ is a document that contains the detail of proposed business.
(a) Project proposal (b) Product
(c) Report (d) Report writing.
4. Adoptive entrepreneurs are otherwise called as
(a) Imitative (b) Drone
(c) Failure (d) Innovative.
5. Entrepreneurs who resist changes are called as _____ entrepreneurs.
(a) Drone (b) Failure
(c) Imitative (d) Adoptive.
6. District industries are located
(a) in each district
(b) only in selected district
(c) only in static capitals
(d) in industrial estates.
7. Line layout is otherwise known as _____ layout.
(a) Product (b) Process
(c) Fixed (d) Combinational.



8. Sick units can be revived through
- Rehabilitation projects
 - Expansion projects
 - Diversification projects
 - Modernization projects.
9. Innovation refers to —————
- The discovery of new ideas, new article and new methods
 - The application of inventions and discovery to make profit
 - Assuming responsibility for loss
 - Organization building.
10. A particular group of customers at which a product or service is aimed at is called?
- Segmentation
 - Job rotation
 - Target market
 - None.

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write a short note on role of entrepreneurship on economic growth.
- Or
- (b) Explain briefly about the functions of entrepreneurship.

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12. (a) List the problems faced by women entrepreneurs in India.

Or

- (b) Write short note on project proposal.

13. (a) What do you mean by financial institutions and in what way it help SSI?

Or

- (b) List the role of subsidies in the development of SSI.

14. (a) What is product layout? Explain its characteristics.

Or

- (b) Define segmentation. Explain its classification.

15. (a) Differentiate between Recruitment and Selection.

Or

- (b) Explain different types of capital required to run a business.

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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.

16. (a) What do you mean by the term entrepreneur? What are the characteristics of good entrepreneur?

Or

- (b) What do you mean by the term entrepreneurship? Explain factors influencing good entrepreneurship.

17. (a) Explain the steps to be taken by an entrepreneur in setting up a new business.

Or

- (b) Explain in detail the different phases of EDP.

18. (a) Write short note on :

- (i) EXIM bank
- (ii) SIDCO.

Or

- (b) Elaborate in detail about any two institutional support organisation for developing entrepreneurship.

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19. (a) List the factors influencing selection of new location for business.

Or

- (b) What do you mean by marketing mix? Discuss about 4 Ps of marketing.

20. (a) What do you mean by Recruitment? Explain steps in recruitment.

Or

- (b) Discuss the different sources of capital available for entrepreneurs in developing country like India.

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