

Roll No.

12043

MBA 2 Year 3rd Semester (CBCS)

Examination – December, 2018

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 : Section – A (Question No. 1) is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. Briefly explain the following :

- (a) What are the important features of entrepreneurship ?
- (b) What do you understand by creative behaviour ?
- (c) What is marketing research ?
- (d) How debt financing differs from equity financing ?
- (e) How does an entrepreneur differ from a manager ?

- (f) Define the terms used in SWOT analysis.
- (g) Differentiate between public limited and private limited company.
- (h) Explain TRIPS.

SECTION - B

UNIT - I

- 2. "An entrepreneur converts a source into a resource". Explain this statement with the help of suitable examples. Also explain the process of developing entrepreneurial qualities.
- 3. Discuss about growth of entrepreneurship in India. Examine need and significance of entrepreneurship in economic development of India.

UNIT - II

- 4. What are the steps involved in the process of sensing entrepreneurial opportunities? Describe the criteria for evaluation of opportunities.
- 5. What is business plan? What are the ingredients of excellent business plan? What is the scope and value of the business plan to investors, employees, suppliers and customers?

UNIT - III

- 6. What is organizational plan? Describe its types. What is the role of manpower planning in designing the organizational structure? Do you agree that the form of ownership of business contributes in designing the organizational structure, why?

- 7. In your opinion, whether entrepreneurs need to arrange funds first or carry out the marketing research-first for setting up new venture? Give theoretical support to your answer.

UNIT - IV

- 8. Write short notes on the following:
 - (a) Role of patents.
 - (b) Differentiate between licensing and franchising.
- 9. Explain the factors that determine the optimum capital structure of enterprise? Write a detailed note on the various financial institutions used for raising loans for an enterprise.