

Printed pages: 2	MAM401
(Following paper code and roll No. to be filled in your answer book)	
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MAM
(SEM IV) THEORY EXAMINATION 2014-15
ENTREPRENEUR SHIP DEVELOPMENT

Time allowed: 3 Hours

Max marks: 100

Attempt All Questions as per given instructions

Q 1. Attempt any two parts [10x2=20]

- (a) What is meant by Entrepreneurship? What are its characteristics?
- (b) Describe the economic theory of Entrepreneurship in detail.
- (c) What are the types of Entrepreneurs and also elaborate the problems of Entrepreneurship?

Q 2. Attempt any two parts [10x2=20]

- (a) Discuss the legal requirements of incorporation of a company.
- (b) Discuss all the steps in setting up a new business unit.
- (c) What are the requisites for success in business?

Q 3. Attempt any two parts [10x2=20]

- (a) Define values and explain the various sources of values.
- (b) Explain the meaning and components of attitude.
- (c) Discuss Maslow's need theory.

Q 4. Attempt any two parts [10x2=20]

- (a) Write an essay on the role of Entrepreneurship in export promotion.
- (b) Explain any five export promotion measures taken by the Central Government.
- (c) What are the incentives for export? Discuss.

Q 5. Attempt any two parts [10x2=20]

- (a) Explain in detail the criteria to evaluate EDPs. State the factors which affect EDPs and what are the measures which can be taken to boost it?
- (b) Explain taking a practical example of how attitudes are essential in making an Entrepreneur successful? State the essential attitudes required in a successful Entrepreneur.
- (c) What do you mean by opportunity analysis? Discuss the elements of a business opportunity.