(Following paper code and roll No. to be filled in your answer book)

Paper code: 7148   Roll No. ⎕⎕⎕⎕⎕⎕⎕⎕⎕⎕⎕

M.B.A.
EVEN SEMESTER EXAMINATION 2011-2012

ENTERPRENEURESHIP DEVELOPEMENT
TIME: 3hrs   M.M.100

Note: Attempt All Questions. All Questions Carry Equal Marks

1. Attempt any four of following [5×4=20]

    (a) "The entrepreneur is an economic agent who left the economic resources of an area of lower productivity to an area of higher productivity and greater yield" Comment.

    (b) The external environment has become increasingly unstable today, change and uncertainty seems to be routine. These kinds of changes threatened the survival of the company. Explain.

    (c) Distinguish between small entrepreneur and small enterprise.

    (d) Explain knight's theory of profit.

    (e) What makes a culture entrepreneurial?

    (f) Development of entrepreneurship in all sectors is essential.

2. Attempt any two of following [2×10=20]

    (a) Explain the significance of trade fairs and exhibitions as a source of business (project) ideas.

    (b) Earning capacity of project depends on the volume of sales. Explain the significance of the statement with reference to economic or marketing viability of a project.

(c) We move from the world of optimization to the world of " good enough, fast enough" solution techniques. Define these techniques in details.

3. Attempt any two of following [2×10=20]
   (a) Describe the complexities that are involved with international businesses.
   (b) Discuss the promotional schemes offered by government to help small scale enterprise.
   (c) There is a great measure of similarity between the concepts of small, medium and large industry and their corresponding entrepreneurs.

4. Attempt any two of following [2×10=20]
   (a) The existing women entrepreneurs in India can be classified in to three main categories. Explain in details.
   (b) Explain professional Vs. family entrepreneur in Indian business.
   (c) Explain the venture capital process and name the different range of sectors that angels are interested in.

5. Attempt any two of following [2×10=20].
   (a) 4P's of entrepreneur
   (b) Chunking
   (c) National Small Industries Corporation Ltd.