

M.B.A. DEGREE EXAMINATIONS: NOVEMBER 2009

Fourth Trimester

P07BA423 ENTREPRENEURSHIP DEVELOPMENT

Time: Three Hours

Maximum Marks: 100

Answer ALL Questions:-

PART A (1 x 20 = 20 Marks)

1. Assuming yourself as an Ambitious young entrepreneur and you have a brilliant business idea. Prepare a Project Proposal and the Feasibility report for the product and Business of Your Choice.

PART B (10 x 2 = 20 Marks)

2. What are the Five Stages of Growth?
3. Explain any four Traits of an Entrepreneur
4. What are the objectives of a small enterprise?
5. What are the three types of enterprise?
6. Explain the concept of management in small industries
7. What is Industrial Sickness?
8. Define Entrepreneurship.
9. What are the objectives of EDP?
10. Who is an intrapreneur?
11. Name any four types of export documents.

PART C (4 x 15 = 60 Marks)

12. a). What are the factors in the environment that have an impact on the entrepreneurial growth in a country?

(OR)

- b). What are the aspects to be considered while preparing a project proposal?

13. a).What are the competencies that differentiate a successful entrepreneur from those that fail?

(OR)

b). Briefly explain the financial institutions that come to the rescue of an entrepreneur who wants to start a business?

14. a). Explain briefly the reasons for sickness of small industries and remedies for the same.

(OR)

b). What are the factors determining the requirements of working capital?

15. a). What is the Export Procedure for small enterprises?

(OR)

b). Explain briefly the Types of Growth Strategies.
