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**Z 4532**

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2008.

*Elective*

BA 1734 — ENTREPRENEURSHIP DEVELOPMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Write brief answer to ALL of the following.

PART A — (10 × 2 = 20 marks)

Define/Explain the following :

1. Calculated risk taking.
2. Social networking.
3. SISI.
4. Small and Medium Enterprises.
5. Partnership.
6. Borrowed capital.
7. PPOE.
8. Location.
9. Marketing mix.
10. Project feasibility report.

PART B — (5 × 16 = 80 marks)

11. (a) List and explain any important personality characteristics associated with entrepreneurial success.

Or

- (b) Whether entrepreneurship could be taught to people? How or How not?

12. (a) Examine the role of society in nurturing entrepreneurship.

Or

- (b) Discuss the criteria employed for the selection of product for a venture.

13. (a) Whether entrepreneurs could be matched with projects? If so, How?

Or

- (b) Explain the important factors in preparing the feasibility report.

14. (a) Identify a new product of your choice. How would you launch the new product that you had chosen for your venture?

Or

- (b) How do you mobilise funds to start a small business? Explain.

15. (a) Discuss the steps involved in the process of preparing the Project feasibility report.

Or

- (b) Mention the strategies to prevent sickness among the Small Business.

Time

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.