

Z 4530

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

Third Semester

BA 1734 — ENTREPRENEURSHIP DEVELOPMENT

(Regulations 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is an Enterprise?
2. Who is Intrapreneur?
3. What is a Training?
4. Mention the main objectives of EDP.
5. What is meant by plant location?
6. What is break-even pricing?
7. Define the concept "Capitalization".
8. What is meant by "Trading up"?
9. Define sick unit.
10. Define Industrial Estate.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the characteristics of successful entrepreneur.

Or

- (b) Explain the different types of Entrepreneurs.

12. (a) Discuss the motivational forces that cause for entrepreneurial growth in a developing country.

Or

- (b) Explain the phases involved in the Entrepreneurial development programme.

13. (a) Discuss the various steps to be taken by an entrepreneur for selecting a small industry.

Or

- (b) As an entrepreneur, how will you scan and identify a better product for your industry.

14. (a) Discuss the methods of marketing of the products of the small-scale industries sector.

Or

- (b) Explain the various sources of finance for a SSI.

15. (a) What are the agencies helping small industries exports? Explain how they function?

Or

- (b) Explain the various measures taken by the government to rehabilitate sick units.