

Roll No. ....

## **MS–202**

### **Entrepreneurship Development**

Master of Business Administration (MBA–16/17)

Third Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 80**

**Note :** This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

#### **Section–A**

##### **(Long Answer Type Questions)**

**Note :** Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Explain with the help of examples the role of Entrepreneurship in Economic Development of the country.
2. “Entrepreneurial Development Programme is a process of grooming entrepreneurs.” Explain.
3. How Porter’s “Five Forces” framework can be used to outline the process for exploring a new venture ?
4. Explain the family business life-cycle and challenges faced by a family business unit.

**Section-B****(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. What is Entrepreneurship ? Distinguish between an Entrepreneur and Manager.
2. Suggest some ways to overcome challenges faced by women entrepreneurs.
3. Write a detailed note on NIESBUD.
4. Discuss the characteristic traits of successful entrepreneurs with the help of examples.
5. List out the procedure for the registration of a Small Scale Unit.
6. Write a note on Growth and Transition through Entrepreneurship.
7. What is Project Appraisal ? Briefly discuss its utility in enterprise planning process.
8. Describe in brief the economist's, sociologist's and psychologist's view about the emergence of entrepreneurship.

**Section-C****(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

Fill in the blanks :

1. \_\_\_\_\_ involves starting with writing down a main idea in the centre of the page and then working outward in all directions (which visually appears to be like wheel spokes), producing a growing and organized structure composed of key words and key images.

2. Entrepreneurial growth requires emphasis on \_\_\_\_\_ development, their effective utilisation and motivation for entrepreneurial initiatives.
3. Legal issues, if not managed correctly can lead to \_\_\_\_\_ of the business unit.

Write True/False against the following :

4. A timely and clear governance structure would not make it easier to maintain family unity and its members' interest in the family and its business.
5. Entrepreneurs must often make decisions in highly uncertain environments where there is considerable emotional investment.
6. Having multiple layers of management is the best way to ensure that a startup is flexible and quick to react to changes.

Indicate the correct answer-option :

7. French term "*entreprendre*" means :
  - (a) Innovator
  - (b) Creative
  - (c) Risk taker
  - (d) Manager
8. Chairman and Managing Director of Biocon Ltd., a famous woman entrepreneur is :
  - (a) Dr. Kiran Mazoomdar Shaw
  - (b) Ekta Kapoor
  - (c) Hema Malini
  - (d) None of the above

9. Which of the following is/are methods of idea generation ?
- (a) Nominal group technique
  - (b) Brainstorming
  - (c) Delphi technique
  - (d) All of the above
10. The most convenient and simple way to start the business is :
- (a) Proprietorship
  - (b) LLP
  - (c) Company
  - (d) None of the above