

9. Write short notes on the following : (4×2=8)

(a) Importance of Patents

(b) Importance of Trade Secrets.

Roll No.

12030

**MBA 2 Yr. 2nd Semester CBCS
(2016-17) Examination-
May, 2017**

**ENTREPRENEURSHIP DEVELOPMENT
(ALLIED ELECTIVE/FOUNDATION COURSES)**

Paper : 16IMSF1

Time : 3 hours

Max. Marks : 40

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note: All questions in Section A are **compulsory**. Attempt any **four** questions from Section B selecting at least **one** question from each unit. Each question is of equal marks.

SECTION - A

1. Explain the following : (1×8 = 8)

(i) Intrapreneur

- (ii) Creativity
- (iii) Entrepreneurial Competencies
- (iv) Market Feasibility
- (v) Manpower Planning
- (vi) Company
- (vii) Commercial Bank
- (viii) Equity Financing

SECTION - B

UNIT - I

2. Discuss in detail the functions performed by entrepreneurs. (8)
3. Distinguish between an entrepreneur and a manager. Justify the importance of entrepreneurship in an economy like India. (8)

12030-400-(P-4)(Q-9)(17) (2)

UNIT - II

4. Write notes on the following : (4×2=8)
 - (a) Sources of Business Ideas
 - (b) Business Plan
5. Explain the importance of competitor and Industry analysis for an entrepreneur. (8)

UNIT - III

6. Discuss in detail the marketing plan of an organization. (8)
7. What is working capital ? Explain the different factors determining requirements of working capital. (8)

UNIT - IV

8. Discuss various financial institutions supporting entrepreneurship in India. (8)

12030-400-(P-4)(Q-9)(17) (3)

[Turn Over