

Roll No.

12030

**MBA 2nd Semester (Open Elective)
Examination – May, 2019**

ENTREPRENEURSHIP DEVELOPMENT

(Allied Elective/Foundation Courses)

(Common with 12129 & 1229)

Paper : 16IMSF1/16IMGF1

Time : Three Hours] [Maximum 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 examination.

*Note : Attempt **compulsory** Question No. 1 from Section – A and **four** questions from Section – B (**one** question from each Unit). All questions carry equal marks.*

SECTION – A

1. Briefly explain the following :
 - (a) Need for entrepreneurship
 - (b) Functions of a manager

- (c) Sources of new business ideas
- (d) Benefits of competitor analysis
- (e) Importance of marketing plan
- (f) Cash flow statement
- (g) Benefits of debt financing
- (h) Trademarks.

SECTION – B

UNIT – I

2. Highlight the characteristics of entrepreneurship. Which skills are required for entrepreneurship ?
3. Explain the steps in the entrepreneurship process and barriers to entrepreneurship.

UNIT – II

4. Which factors should be taken in considerations for starting new business ? What are the benefits of industry analysis ?
5. Explain the meaning and objectives of financial feasibility . Which aspects are included in it ?

UNIT – III

6. Discuss in detail various forms of ownership of the business organisations clearly highlighting the merits and demerits of each .

7. Discuss the benefits and elements of a marketing plan.

UNIT – IV

8. Discuss various forms of equity financing. What are the advantages and disadvantages of equity financing ?
9. Write notes on :
 - (a) Licensing
 - (b) Role of financial institutions in growth of entrepreneurship