

12043

MBA 2 Year 3rd Semester (CBCS) Examination,

May-2018

ENTREPRENEURSHIP

Paper- 17IMG23C3

Time allowed : 3 hours]

[Maximum marks : 80

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) Benefits of Entrepreneurship
 - (b) Successful entrepreneur
 - (c) Creative problem solving
 - (d) Operational feasibility
 - (e) Benefits of marketing plans
 - (f) Uses of income statement
 - (g) Features of equity shares
 - (h) Intellectual property rights

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Section-B**Unit-I**

2. Highlight the knowledge and skills required for entrepreneurship.
3. Describe the role of entrepreneurship in the economic development of a country. Which factors impact the emergence of entrepreneurship ?

Unit-II

4. What is a Business Plan ? Why and how is it prepared ?
5. Describe the major components of a project report. What purpose does it serve ?

Unit-III

6. What are the objectives and benefits of marketing research ? How is it conducted ?
7. Discuss various forms of ownership of a business venture. Clearly highlighting merits and demerits of each.

Unit-IV

8. Write a detailed note on the modes, advantages and disadvantages of debt financing.
9. Write note on :
 - (a) Venture Capital
 - (b) Franchising

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