

Roll No. ....

**12043**

**MBA 2 Year 3rd Semester (CBCS)**

**Examination – December, 2017**

**ENTREPRENEURSHIP**

**Paper : 16IMG23C3**

***Time : Three Hours ]***

***[ Maximum Marks : 80***

*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 *five* questions in all. Section A is *compulsory*. From Section-B, attempt *four* questions (*one* question from each Unit.) All questions carry equal marks.

**SECTION – A**

**1. Briefly discuss the following :**

- (a) Form of ownership
- (b) Cash flow statement
- (c) Characteristics of successful entrepreneurs
- (d) Difference between licensing and franchising
- (e) Market feasibility

12043-2400-(P-3)(Q-9)(17)

P. T. O.

(f) Wealth Creation

(g) Qualities of Entrepreneur

(h) Importance of Break even analysis

### SECTION - B

#### UNIT - I

2. Describe the difference between managerial and entrepreneurial approach ? Can a manager be a successful entrepreneur ? If yes, how and if not why not ?

3. Who is an entrepreneur ? Discuss the role entrepreneurship in economic development.

#### UNIT - II

4. Which aspects are considered in competitor and industry analysis ? How would you evaluate the appropriateness not a technology ?

5. Discuss various method and sources of Business Idea.

#### UNIT - III

6. Discuss the meaning and process of break-even analysis. How does it help in assessing the financial viability of a project ?

7. Discuss the meaning and process of marketing plan. Also describe the importance of cash budget.

12043-2400-(P-3)(Q-9)(17)

( 2 )

#### UNIT - IV

8. Explain the long term sources of finance with example. Also describe the process of venture capital.

9. Write notes on :

(a) Franchising

(b) Financial Institutions supporting entrepreneur  
(any four)

12043-2400-(P-3)(Q-9)(17)

( 3 )