

56070

MBA 2 Year 4th Semester (Old) Examination,

May-2018

ENTREPRENEURSHIP

Paper- MBA-401

Time allowed : 3 hours]

[Maximum marks : 80

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) Wealth Creation
- (b) Financial feasibility
- (c) Job design
- (d) Opportunity recognition
- (e) Importance of Break even analysis
- (f) Creativity
- (g) Environmental Scanning
- (h) Form of ownership

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[P.T.O.]

Section-B**Unit-I**

2. What are the major difference between managerial and entrepreneurial approaches ? Can a manager be a successful entrepreneur ? If yes, how and if not, why not ?
3. "Entrepreneurship is neither a science nor an art". Elaborate. Also explain the role of entrepreneurship in economic development ?

Unit-II

4. Highlight the method of generating new ideas in entrepreneurship. Discuss various source of Business ideas.
5. Which aspects are considered in market feasibility ? What are the critical factors to be considered when preparing a Business plan ?

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 advantages and process of marketing plan. Also explain the barriers of manpower planning ?

Unit-IV

8. Write a short note on:
 - (a) Franchising
 - (b) Trade secrets
9. Discuss the top five financial institutions that supporting the entrepreneurs ?