

**A 12**

**Sreenidhi Institute of Science & Technology**

(An Autonomous Institution)

**Code No: 3Z430**

**MBA II - YEAR II – SEMESTER MAY 2015 (REGULAR)**

**ENTREPRENEURSHIP, BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**

**Time: 3 Hours Max. Marks: 60**

**Note: No additional answer sheets will be provided.**

**Part – A**

**Max. Marks: 10**

**Answer all the QUESTIONS**

1. What is Entrepreneurship? What are the risks & rewards involved in Entrepreneurship?
2. What is Partnership Firm? What are its features?
3. What is the meaning of “Making a Decision Under Uncertainty”? What are the errors involved?
4. Ethics is a Core value for Business Explain.
5. What is Corporate Social Responsibility? Explain in brief.
6. What is Ethical Consumerism?
7. What is the importance of Creativity in Entrepreneurship?
8. What are the advantages of acquiring an Ongoing Venture?
9. What is ethical investing?
10. What is Business Integrity?

**Part – B**

**Max. Marks: 50**

**ANSWER ANY FIVE. ALL QUESTIONS CARRY EQUAL MARKS.**

1. What is Entrepreneurship? What are the Qualities & Skills required to become a Successful Entrepreneur?
2. What is the Role of Government of India in Promoting Entrepreneurship? Explain various recent Policies of the Government in favor of Entrepreneurship such as “Make in INDIA”.
3. What is New Entry Opportunity? What are the Advantages & Disadvantages for First Mover?
4. Define Business Ethics? Explain the Elements & Features of Business Ethics.
5. What is meaning of Unfair Trade Practices? What are the possible outcomes of Unethical Practices by any Entrepreneur?
6. What is Corporate Social Investment (CSI)? Explain various strategies adopted by companies under CSI.
7. What are the factors influencing Entrepreneurship in India Post Independence?

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