

- Q.26 What are the various consideration to be taken while selecting a product.
- Q.27 What is just in Time? Describe its advantages.
- Q.28 Write a brief note on Project Viability.
- Q.29 Describe the term Benchmarking.
- Q.30 What are the principles of TQM?
- Q.31 What are the advantages of employee engagement?
- Q.32 What are prevention costs and appraisal costs?
- Q.33 What is market assessment?
- Q.34 What are the barriers to entrepreneurship?
- Q.35 How do you prepare business plan?

SECTION-D

Note: Long answer questions. Attempt any two questions out of three Questions. (2x10=20)

- Q.36 Explain the factors affecting entrepreneurship growth.
- Q.37 Explain the process of idea generation. Also discuss the transformation of ideas into opportunities.
- Q.38 What are the benefits of TQM? Discuss the method to create awareness about TQM.

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4th Sem. / Enter prenuership Development and TQM Sub. : DBM, DBM (IPM)

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice Questions. All Questions are compulsory. (10x1=10)

- Q.1 Innovation can best be defined as _____.
a) The generation of new ideas.
b) The evolution of new ideas.
c) The opposite of creativity
d) The successful exploitation of new ideas
- Q.2 Which of the following sentence is not a characteristic of entrepreneurship:
a) Risk taking b) Innovation
c) Creative activity d) Managerial training
- Q.3 _____ is about supplying customers with what when they want it.
a) JUT b) HET
c) JAT d) JIT
- Q.4 Why are small businesses important to a country's economy?
a) They give an outlet for entrepreneur
b) They can provide specialist support to larger companies
c) They can be innovators of new products
d) All the above

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- Q.5 Which one is not the barrier of Entrepreneurship:
- Political instability
 - Time pressure and distractions
 - Lack of technical skills
 - Technical knowledge
- Q.6 Deming's 4 step cycle for improvement is ____.
- Plan, do, check, act
 - Schedule, do, act, check
 - Do, act, check, monitor
 - Plan, control, act, sustain
- Q.7 Customer perception on quality contains
- Performance
 - Features
 - Service
 - All the above
- Q.8 To provide financial assistance to entrepreneurs the government has set up a number of ____
- Financial advisors
 - Financial intermediaries
 - Industrial estates
 - Financial institutions
- Q.9 Kaizen is a Japanese term meaning ____.
- Continuous improvement
 - JIT
 - A fishbone diagrams
 - Setting standards
- Q.10 Quality Trilogy includes
- Quality planning
 - Quality improvement
 - Quality control
 - All the above

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Production issues should be addressed early. (True/False)
- Q.12 Expand JIT.
- Q.13 Name any two qualities of an entrepreneur.
- Q.14 DIC stands for ____.
- Q.15 Assured quality is necessary for building customer confidence. (True/False)
- Q.16 Primary data is ____ (Data that is collected second / new data specifically collected for a project).
- Q.17 ____ implies the availability or otherwise of plant and machinery and technical know-how to produce the product. (Technical feasibility / Financial feasibility)
- Q.18 What is the fourth element involved in TQM? (Processes / Term work)
- Q.19 A ____ is a document which provides details on the overall picture of the proposed business.
- Q.20 ____ is the first development bank of the country. (ICICI/IFCI)

SECTION-C

Note: Short answer type Questions. Attempt any twelve questions out of fifteen Questions. (12x5=60)

- Q.21 Write down the qualities on an entrepreneur.
- Q.22 What do you mean by customer perceived quality?
- Q.23 Explain the role of Government in supporting Entrepreneurship?
- Q.24 Write short note on cost of quality.
- Q.25 Write a brief note on SISI.