

- Q.22 What do you mean by customer perceived quality?
- Q.23 Explain the role of Governments in supporting Entrepreneurship?
- Q.24 Write short note on cost of quality.
- Q.25 Write a brief note on SISI.
- Q.26 How to identify your product?
- Q.27 Explain PDCA Cycle.
- 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 assessment of demand and supply?
- Q.34 Differentiate between Entrepreneur and Manager.
- Q.35 Explain about the contents and formulation of project report.

#### SECTION-D

**Note:** Long Answer type question. Attempt any two questions. (2x10=20)

- Q.36 Explain the role of entrepreneurship in economic development. What are the barriers to entrepreneurship?
- Q.37 Briefly explain Joseph Juran's Trilogy?
- Q.38 Explain the process of idea generation. Also discuss the transformation of ideas into opportunities.

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Roll No.....      031335/1155N/106735/106732

4th Sem / DBM

**Subject :** Entrepreneurship Development &  
Total Quality Management

**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 \_\_\_\_\_
- The generation of new ideas.
  - The evolution of new ideas.
  - The opposite of creativity
  - The successful exploitation of new ideas.
- Q.2 Which of the following sentence is not a characteristics of entrepreneurship
- Risk taking
  - Innovation
  - Creative activity
  - Managerial training
- Q.3 \_\_\_\_\_ is about supplying customers with what when they want it.
- JUT
  - HET
  - JAT
  - JIT
- Q.4 Why are small businesses important to a country's economy?
- They give an outlet for entrepreneur
  - They can provide specialist support to larger companies

- c) They can be innovators of new products
  - d) All the above
- Q.5 District industries Centers are located \_\_\_\_\_
- a) In each district
  - b) In each state
  - c) Only in selected districts
  - d) Only in selected states
- Q.6 Deming's 4 step cycle for improvement is \_\_\_\_\_
- a) Plan, do, check, act
  - b) Schedule, do, act, check
  - c) Do, act, check, monitor
  - d) Plan, control, act, sustain
- Q.7 Customer perception on quality contains
- a) Performance                      b) Features
  - c) Services                          d) All the above
- Q.8 To provide financial assistance to entrepreneurs the government has set up a number of \_\_\_\_\_
- a) Financial advisors
  - b) Financial Intermediaries
  - c) Industrial estates
  - d) Financial institutions
- Q.9 Kaizen is a Japanese term meaning \_\_\_\_\_
- a) Continuous improvement
  - b) JIT
  - c) A fishbone diagram
  - d) Setting standards
- Q.10 Quality Trilogy includes

- a) Quality planning      b) Quality improvement
- c) Quality control        d) 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 Entrepreneurs try to identify the \_\_\_\_\_ of the marketplace.
- Q.14 NABARD stands for \_\_\_\_\_.
- Q.15 Assured quality is necessary for building customer confidence. (True/False)
- Q.16 Preliminary Project Report is important for \_\_\_\_\_.
- Q.17 \_\_\_\_\_ implies the availability or otherwise of plant and machinery and technical know how to produce the product. (Technical feasibility / Finance feasibility)
- Q.18 What is the fourth element involved in TQM? (Processes / Team work)
- Q.19 Which of the following is responsible for quality objective? (Top level management / Middle level management)
- Q.20 SISI was established in which year?

#### SECTION-C

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

- Q.21 Write down the qualities of an Entrepreneur.