

- Q.22 What do you mean by customer perceived quality?
 - Q.23 Explain the role of Governments is 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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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.