

**MAM-301**  
**Master of Applied Management (Dual Degree), III Semester**  
Examination, December 2016  
**Entrepreneurship Development**

*Time : Three Hours*

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*Maximum Marks : 70*

*Note:* i) Attempt any five questions.  
ii) All questions carry equal marks.

1. Explain Entrepreneurship. Discuss its functions. Also explain the problems faced by them.
2. How important is the role of Government in promoting Entrepreneurship? Support your answer with example.
3. SWOT is an essential tool in environmental scanning and sectoral studies. Explain giving suitable examples.
4. Write short notes on (Any two).
  - a) Rewards and Motivation of an Entrepreneur
  - b) Distinguish between Entrepreneurs and Intrapreneurs
  - c) Project life cycle models
5. What do you understand by product pricing? Also discuss the various pricing strategies entrepreneur can adopt for pricing of new product.
6. Contribution to Indian Economy has to come from Entrepreneurial achievements. Evaluate the statement, signifying the role of Entrepreneurship.
7. Discuss the sources of finance for a startup or small business in India.

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