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Total Pages: 3
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MBA/M-18
ENTREPRENEURSHIP DEVELOPMENT
Paper: MBA-CP-401

Time: Three Hours

Maximum Marks: 80

Note: Attempt eight questions from Part A carrying 5 marks each and three questions from B carrying 10 marks each.

Part-A

1. Define entrepreneur? Discuss various functions of entrepreneurs.
2. Differentiate between manager, entrepreneur and intrapreneur.
3. Discuss mind mapping technique of creativity.
4. What are the different sources of getting new ideas?
5. Briefly explain the structure of a business plan? Also discuss the importance of executive summary in Business Plan.
6. Discuss the importance of operational feasibility analysis in new venture creation.
7. Define franchise form of business.
8. Discuss the concept of Entrepreneurship development programmes.
9. Write a brief note on women entrepreneurship.
10. Differentiate between divergent and convergent thinking.

Part-B

11. How has the concept of entrepreneurship undergone change over the years? What is the emerging new trend in defining entrepreneurship in the 21st century?
12. Define the following :
 - (a) Reasons and remedies for entrepreneurial failure.
 - (b) Creativity and innovation as essence of entrepreneurship.
13. What are the important aspects covered in the financial plan funding needs of a venture? Also discuss the role of marketing and operational plan in business plan.
14. Discuss :
 - (a) The various initiatives taken by governmental institutions to promote entrepreneurship in India.
 - (b) Forms of business enterprise.
15. Discuss the importance of business plan for an entrepreneur. Also discuss in what way SWOT analysis held in the identification of key drivers for a business unit to be established in pharmaceutical sector?

