

Roll No.....

Total Pages: 3
13534

MBA/M-17
ENTREPRENEURSHIP DEVELOPMENT
Paper: MBA-CP-401

Time: Three Hours

Maximum Marks: 70

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

Part-I

1. Define Entrepreneur. Differentiate manager from an entrepreneur.
2. List of various types of start-ups. Also elaborate various types of entrepreneurs.
3. Differentiate entrepreneurship from intrapreneurship.
4. Creativity is the essence of entrepreneurship. Discuss. Also explain heuristics and mind mapping technique of creative problem solving.
5. Define franchisee and joint venture as forms of entrepreneurship.
6. Write notes on the following ;
 - (a) Financial feasibility of project.
 - (b) Idea to opportunity mapping.
7. Briefly explain the main contents of a business plan and the relevance of exit plan in business plan.
8. Discuss the remedies for entrepreneurial failures and ways to overcome them.
9. Briefly explain various initiatives taken by the Govt. to promote entrepreneurs.
10. Write a note on women entrepreneurship.

Part-II

11. "Entrepreneurship and economic development go hand in hand." Elaborate this statement in the light of recent initiatives taken by Govt. to promote entrepreneurship.

12. Discuss various legal issues that restrain an individual to become an entrepreneur. Also elaborate the roles and responsibilities of board of directors.
13. Define the importance of business plan for entrepreneur. Also draft a business plan on a new product line of herbal cosmetics along with its financial summary.
14. (a) The success or failure of a business plan depends a lot on clarity about the market and marketing plan. Explain the implications of this statement in start-up ventures.

(b) Discuss various types of institutional support offered by Govt. (Financial and Non-financial) to promote entrepreneurship.
14. Discuss various methods and procedures to create and expand one's business with specific reference to two-wheeler automobile market.