

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA201

2<sup>nd</sup> Semester Regular/Back Examination: 2023-24

SUBJECT: CORPORATE FINANCE

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA(A&M), MBA(M&F), MM, RM

Time: 3 Hour

Max Marks: 100

Q.Code: P329

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- Do you consider that agency problem hinders corporate wealth maximization? Justify.
- Why is it necessary to calculate the present value of an amount expected to be received in future?
- Why should you hold two or more financial assets than holding simply one?
- Which one of the two is more reliable: NPV or Profitability Index? Justify.
- What are managerial options with respect to investment in a project?
- What is flotation cost? How is it treated while computing the cost of debt or equity share capital?
- Which five factors influence the size of the current assets in a firm?
- Name some short-term marketable securities and discuss their importance in corporate finance.
- What are the features of a sound capital structure?
- What do you mean by share split and reverse split? Why should a company resort to this?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- The capital structure of a company has the following components:  
10,000 Equity shares of Rs. 100 each  
10 %, 1000 Preference shares of Rs. 100 each  
12 %, 9000 Debentures of Rs. 100 each  
The current market price of equity share is Rs. 140. The expected dividend is Rs. 20 per share which is to grow at 5 % pa. Tax rate is 30 %. Find the weighted average cost of capital.
- A project has the following cash flow. The discount rate is 10 %. Find the NPV. Do you think that IRR would be a suitable evaluation technique in this respect?

Year	Amount (Rs.)
1	(-) 200
2	240
3	(-) 70
4	290

- c) How do you find the future value of an amount invested today? Develop an algebraic formula for the same.
- d) The following are the figures on the basis of which compute the length of gross working capital cycle and the cash conversion period:  
Raw material inventory: Rs. 8 lakhs; raw material consumption: Rs. 40 lakhs; work in progress inventory: Rs. 3.6 lakhs; cost of production: Rs. 54 lakhs; finished goods inventory: Rs. 6.5 lakhs; cost of goods sold Rs. 52 lakhs; credit sales Rs. 49.5 lakhs; Debtors: Rs. 9 lakhs; Creditors: Rs. 5 lakhs; and Credit purchases: Rs. 45 lakhs.
- e) Name some common instruments for cash collection. What are the ways in which cash collection is accelerated?
- f) A net 30 term accounts for a sale of Rs. 20, 00,000, there are 20 % of the customers who do not make payments in time. Find out the average collection period and the average size of receivables.
- g) Explain the procedure adopted for selecting a customer to whom credit facilities are provided.
- h) What is factoring? Is there any establishment who takes care of this? How is it different from forfaiting?
- i) What is stability of dividend payment? Explain its significance.
- j) A company earns 12 % against a required rate of return of 10 %. The EPS is Rs. 8 with a dividend payout ratio of 50 %. Find the value of its share using  
a. Walter's Model  
b. Gordon's Model
- k) A company has 5000 shares of Rs. 100 each. It goes for capital restructuring and issues debentures for Rs. 200,000 to buy back the shares. If the interest rate of debentures is 10 % with no tax, find (a) the leverage ratio after restructuring and (b) EPS with an EBIT of Rs 120,000/-.
- l) Distinguish between wealth maximization and profit maximization principles of a firm.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Current assets are financed through a mix of short term and long term funds. Discuss the statement and explain various approaches in this context. (16)
- Q4** Explain the different types of financial decisions that form the subject matter of corporate financial management. (16)
- Q5** Explain the various DCF and non-DCF methods of capital investment appraisal. In which type of capital investment proposal, the profit criterion is not considered? (16)
- Q6** Compute the degree of total leverage given the following data: (16)  
Quantity sold: 10,000 units  
Variable cost per unit: Rs. 100  
Selling price per unit: Rs. 500  
Fixed Expenses: Rs 10 lakhs  
Number of Equity shares: 1,00,000  
Debt: Rs 10 lakhs @ 20% interest  
10 % Preference shares: 10,000 shares of Rs. 100 each  
Tax Rate: 50 %  
Interprete the result.



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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA202

2<sup>nd</sup> Semester Regular/Back Examination: 2023-24

SUBJECT: INDIAN FINANCIAL SYSTEMS AND SERVICES

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F),  
MM, RM

Time: 3 Hour

Max Marks: 100

Q.Code: P378

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- What is the purpose of a "savings account" in banking?
- Define the term "liquidity" in the context of banking.
- Define "premium" in the context of insurance.
- What role do Treasury bills play in the money market?
- Define the term "short-term borrowing" in the context of the money market.
- What do you mean by the "Vetting" of the offer document or prospectus?
- What are the main functions of a stock exchange in the capital market?
- What is the significance of secondary market trading in securities?
- Explain the concept of "net asset value (NAV)" in the context of mutual funds.
- How do venture capitalists typically exit their investments in a venture-backed company?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- Evaluate the impact of digital transformation on the banking industry, considering both opportunities and challenges faced by traditional banks in adopting new technologies.
- Discuss the role of commercial banks in the economy and analyze the key functions they perform in facilitating financial intermediation.
- Critically evaluate the impact of demographic trends, such as aging populations and changing consumer preferences, on the insurance sector, and discuss the strategies insurers can adopt to address these challenges.
- Discuss the concept of underwriting in insurance, highlighting its importance in assessing risk and determining premium rates, and analyze the factors that underwriters consider when evaluating insurance applications.
- Analyze the structure of the Indian financial system, highlighting the role of various institutions such as banks, non-banking financial companies (NBFCs), and regulatory bodies in promoting financial stability and economic growth.

- f) Discuss the concept of financial inclusion in the Indian context, highlighting the initiatives taken by the government and regulatory authorities to promote access to banking and financial services for underserved segments of the population.
- g) Discuss the key features of the money market and the capital market, highlighting the differences between the two and explaining their respective roles in the overall financial system.
- h) Discuss the role of stock exchanges in the capital market, focusing on their functions as trading platforms for equities and other securities, and the regulatory framework governing their operations.
- i) Discuss the concept of dematerialization in the context of securities trading, highlighting its significance in modern financial markets. Explain the process of dematerialization and its benefits for investors and the capital market ecosystem.
- j) What are the economic reasons for the existence of Mutual Funds? Why do individuals rather than corporations, hold most mutual fund.
- k) Differentiate among operating lease, financial lease, and lease and sales back.
- l) Discuss the benefits and risks associated with investing in venture capital.

### **Part-III**

#### **Only Long Answer Type Questions (Answer Any Two out of Four)**

- |           |   |             |
|-----------|---|-------------|
| <b>Q3</b> | Critically examine the challenges and opportunities of digital transformation in the banking industry, considering the adoption of online banking platforms, mobile payment systems, and fintech innovations. Discuss the implications of digitalization for customer engagement, service delivery, and cyber security risk management in banks.            | <b>(16)</b> |
| <b>Q4</b> | “Financial Intermediaries have to perform the task of Financial innovation to meet the dynamically changing needs of the economy”.<br>Discuss the above statement in the light of the various innovative products introduced in recent times in the financial services sector.  | <b>(16)</b> |
| <b>Q5</b> | Critically examine the functioning of India's stock exchanges, including the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE), as primary platforms for equity and debt securities trading. Discuss the role of stock exchanges in facilitating price discovery, liquidity provision, and capital formation in the Indian capital market.      | <b>(16)</b> |
| <b>Q6</b> | Discuss the concept of venture capital as an alternative investment asset class, focusing on its role in providing financing to early-stage and growth-stage companies with high growth potential. Analyze the characteristics of venture capital investments, including equity ownership, long-term horizon, and active involvement in company management. | <b>(16)</b> |



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Total Number of Pages: 02

Course: MBA

Sub Code: 18MBA203

2<sup>nd</sup> Semester Regular / Back Examination: 2023-24

SUBJECT: Human Resource Management

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA(A&M), MBA(M&F),  
MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: P422

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions :**

**(2 x 10)**

- What is off the job training?
- Why the process of socialization is necessary at workplace?
- How pay structure is determined?
- Is there any disadvantage of higher executive compensation?
- What is employee engagement?
- What is the significance of personal interview?
- How competency mapping helpful for both employer and employee?
- What are the social norms influence HR policies?
- Write a short note on dynamic HRM.
- What do you mean by potential mapping?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- How you develop an equitable compensation system?
- Discuss the growing importance of HR information system.
- What is organization citizenship behaviour? How it is essential?
- Manpower planning is the foremost process of all HR functions. Discuss.
- Discuss the emergence and process of career planning.
- Explain the process of evaluation of training effectiveness with example.
- Distinguish performance and potential appraisal.
- Explain the process and significance of job evaluation.
- Selection is an elimination process. Comment.
- Personnel manager is also a strategic partner now days. Comment.
- Explain the process of training need analysis.
- Discuss the factors causing talent management more challenging.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** How HRM is evolved with the changing business dynamics? Elucidate its importance and purposes. (16)
- Q4** Explain the determining factors of wage policy in India? Discuss how government regulates the compensation structure. (16)
- Q5** Elucidate different theories of wage. How significant these thoughts are in contemporary world? (16)
- Q6** What are the traditional and new types of training imparted to the employees in an organization? How technology disruption has helped training intervention? (16)

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA204

2<sup>nd</sup> Semester Regular/Back Examination: 2023-24

SUBJECT: Business Research

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA(A&M), MBA(M&F),  
MM, RM

Time: 3 Hour

Max Marks: 100

Q.Code: P464

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is the significance of scientific research in business decision making?
- What are the different types of research designs?
- What is Discriminant Analysis?
- What is the purpose of the t-test and F-test in hypothesis testing?
- How can the use of software packages help in report writing and presentation?
- What are the key aspects emphasized in the practical aspects of business research?
- Differentiate between primary and secondary data in the research process.
- What is bi-variate correlation?
- What is the purpose of the Chi-square test in data analysis?
- What is the role of one-way ANOVA procedure in data analysis?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Discuss the importance of research methodology in changing business scenarios and how it can provide insights to face business challenges.
- Explain the process of identification of research problem and formulation of hypothesis in the research design.
- Describe the various techniques of measurement and scaling in the research process.
- Discuss the application of non-parametric tests, such as the Kruskal-Wallis test, in data analysis.
- Analyze the role of factor analysis and multiple regression analysis in data interpretation.
- Elaborate on the structure and significance of the research report, including types and presentation.



- g) Explain the use of software packages for drawing frequencies, bar charts, and histograms in report writing.
- h) Discuss the importance of reliability analysis and factor analysis in the research process.
- i) Analyze the application of simple regression, multiple regression, and reliability analysis in the research context.
- j) Describe the process of data processing and the role of various data processing techniques in the research methodology.
- k) Explain the significance of the t-test, F-test, and chi-square test in hypothesis testing.
- l) Discuss the importance of sampling fundamentals and sample designs in the research process.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- |           |  |             |
|-----------|--|-------------|
| <b>Q3</b> | Critically evaluate the role of research methodology in business decision-making and its impact on the changing business scenario. Discuss the key elements of the research process and their application in the course.   | <b>(16)</b> |
| <b>Q4</b> | Analyze the various data analysis techniques, such as hypothesis testing, non-parametric tests, factor analysis, and multiple regression analysis, and their significance in the research process. Explain how these techniques can provide insights and support business decision-making.     | <b>(16)</b> |
| <b>Q5</b> | Discuss the importance of report writing and presentation in the research process. Elaborate on the structure, types, and significance of the research report, and the practical aspects of using software packages for creating and editing graphs, charts, and other visual representations. | <b>(16)</b> |
| <b>Q6</b> | Assess the overall relevance and applicability of the research methodology in the changing business environment.   | <b>(16)</b> |



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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA205

2<sup>nd</sup> Semester Regular/Back Examination: 2023-24

SUBJECT: Operations Management

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA(A&M), MBA(M&F), MM, RM

Time: 3 Hour

Max Marks: 100

Q.Code: P499

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- Define a production system.
- Give any two objectives of time study.
- What is factor rating method for facility location?
- Discuss any two determinants of effective capacity.
- What do you mean by slack time?
- What is VED method for inventory control?
- Give any two benefits of supply chain management.
- Give any four principles of total quality management.
- Give two main differences between PERT and CPM.
- What are the objectives of inspection?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- Draw a distinction between production and operations management.
- Discuss any three elements of operations strategy.
- Discuss the roles and responsibilities of operations manager.
- What do you mean by work measurement? Discuss its benefit.
- Distinguish between the "P" system and "Q" system of inventory management.
- Discuss the importance of long-term capacity planning.
- Discuss the factors influencing the choice of facility location.
- What do you mean by line balancing? Discuss.
- Write a note on material requirements planning (MRP).
- Discuss the objectives of supply chain and explain briefly the activities involved in supply chain management.
- What do you mean by statistical quality control? What are its advantages?
- Write a note on ISO 9000 series.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain the need and procedures for aggregate planning. Discuss in details the relevant cost associated with aggregate planning. **(16)**
- Q4** Discuss the principles of facility layout. Explain in details the different types of facility layout. **(16)**
- Q5** Explain the importance of inventory management in industries. Discuss in details the EOQ model as an inventory control technique. **(16)**
- Q6** A project has following activities, duration, costs and relationship **(16)**

Activity	Time in weeks		Cost (Rs.)	
	Normal	Crash	Normal	Crash
1-2	6	4	10,000	14,000
1-3	4	3	5,000	8,000
2-4	3	2	4,000	5,000
3-5	6	6	9,000	12,000
4-5	7	4	7,000	8,000

- i) Determine the critical path and duration of project completion
- ii) Develop a cost-time trade off analysis and crash the project to its minimum duration at the lowest cost



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Total Number of Pages: 02

Course: MBA / MBAP  
Sub\_Code: 18MBA206 / 18PTMBA403

2<sup>nd</sup>/ 4<sup>th</sup> Semester Regular / Back Examination: 2023-24

SUBJECT: INTERNATIONAL BUSINESS

BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM,MBAP

Time: 3 Hours

Max Marks: 100

Q.Code: P601

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions:**

**(2 x 10)**

- Define International Business.
- How does political factor impact international business?
- What is the limitation of the theory of international product life cycle?
- Highlight two differences between standardization and differentiation.
- What is Balance of trade
- Distinguish between bound tariff and applied tariff.
- What do you mean by strategic alliance?
- What do you mean by make or buy decisions?
- Why do companies hire expatriates?
- Cite two examples of regional trade block.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**

**(6 x 8)**

- What are the objectives and functions of WTO?
- List the five(5) main ways for companies to participate in International Business.
- Write a short note on the Uruguay round of multilateral trade negotiations.
- What are the various pricing strategies in International Business?
- Discuss the contractual modes of entry into international business with suitable examples.
- Explicate the importance and features of New Trade theory.
- Elucidate the advantages and disadvantages of regional trade blocks.
- Distinguish between foreign institutional investor and foreign direct investment.
- How does a company manage risk in international business?
- Explain the different types of organizational structures in international business.

- k) Discuss the various types of selection techniques of expatriates.
- l) Analyze the factors causing conflicts in International Business.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- |           |   |             |
|-----------|---|-------------|
| <b>Q3</b> | Elaborate the instruments of trade policy in international business.  | <b>(16)</b> |
| <b>Q4</b> | Critically evaluate the factors influencing global supply chain management decisions.   | <b>(16)</b> |
| <b>Q5</b> | Discuss the promotional strategies an FMCD company should devise in order to foster the sale of its products in the international market. | <b>(16)</b> |
| <b>Q6</b> | "Ethics is very essential in International Business" – Justify with necessary evidence  | <b>(16)</b> |



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Total Number of Pages: 02

MBA  
18MBA207

2<sup>nd</sup> Semester Regular/Back Examination: 2023-24

SUBJECT: Fundamentals of ERP

BRANCH : BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM

Time: 3 Hours

Max Marks: 100

Q.Code: P530

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Explain the differences between TCP and UDP.
- What are the direct benefits of ERP System?
- What is Ransomware?
- Differentiate between Files and Databases.
- Describe Transaction Processing System (TPS).
- What components make up the information system?
- List the main features of an information system for financial management.
- How many currency values are supported by ERP?
- Which management area does PeopleSoft ERP focus on?
- Describe the ERP Data Migration Process.

Part-II

Q2

Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Outline the most significant aspects of information technology in today's businesses.
- Explain the problem areas in ERP Implementation.
- State and explain the fundamental principles of network security.
- Define computer network. Discuss different types of computer networks and their technological features.
- What is an Information System? Briefly discuss the key features of various types of information systems.
- Describe an expert system. Give a detailed explanation of how it works.
- Explain how different information systems play specific roles in the functioning of different levels of managers.
- Discuss the scope and functionality of the Marketing Management Information System (MMIS).
- Describe ERP. Provide an extensive explanation of its need and distinguishing characteristics.

- j) Enumerate the issues that may arise during the enterprise resource planning implementation process.
- k) Explain how to make use of ERP in the Human Capital Management (HCM) process.
- l) Illustrate emerging trends in applications for enterprise resource planning (ERP).

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Outline the major features of the OSI Model. Explain how the OSI Model and the TCP/IP Model differ. **(16)**
- Q4** Explain E-Governance. Discuss its operation in relation to the objectives, four pillars, and function of digital democracy. **(16)**
- Q5** What is a Decision Support System? Give an overview of DSS and its components, as well as the features shared by various DSS types. **(16)**
- Q6** Write short notes on any two **(8X2)**
- a) ERP implementation and cost components
  - b) Integration Mechanism in ERP
  - c) Supplier Relationship Management (SRM)
  - d) Inventory Management



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Total Number of Pages: 02

Course: MBA / MBAP  
Sub\_Code: 18MBA208 / 18PTMBA404

2<sup>nd</sup>/ 4<sup>th</sup> Semester Regular/Back Examination: 2023-24

SUBJECT: CORPORATE STRATEGY

BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA(A&M),MBA(M&F),MM,RM,MBAP

Time: 3 Hours

Max Marks: 100

Q.Code: P554

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions: (2 x 10)**

- What does Strategic Advantage Profile (SAP) mean?
- What is Hierarchy of Strategy?
- Why should the Strategy determine the organization's Structure and Control?
- What is the purpose of a Vision and Mission statement in an organization?
- What is meant by SWOC analysis?
- Why should we analyze Macro and Micro environments?
- How is "Threat of Substitute" different from "Threat New Entrants" in Porter's 5 Forces model?
- What is meant by Backward Integration?
- What is the advantage of GE 9 Cell matrix over BCG matrix?
- What is the difference between Hard and Soft elements in McKinsey's 7-S framework?

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- Explain different Stake holders involved in the business organizations.
- Explain what all constitute external micro and macro environments in the current E-commerce scenario in India.
- Why is Environmental scanning important for Strategic management process? Explain with examples.
- Explain the purpose of creating SBUs in a corporate organization.
- What are the relevant circumstances under which Diversification strategy may be adopted? Furnish examples to explain.
- Using BCG matrix, present an analysis of any well-known corporate group of India.
- Explain the McKinsey's 7S framework with each hard elements and soft elements in it.

- h) Explain the difference between Transnational strategy and International strategy, with reference to pressure for cost reduction and pressure for local responsiveness.
- i) What is meant by Strategic Alliances? Give some business examples to support your answer.
- j) Explain the purpose of 'Evaluation and Control' stage of Strategic Management Process, with situational examples.
- k) How is the Strategic management process approach useful for a start-up venture? Use hypothetical business unit for explaining.
- l) Explain the impact of organization's Politics-Power and Conflict on the strategic management process.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- |           |  |             |
|-----------|--|-------------|
| <b>Q3</b> | Do a PESTEL analysis in the context of "Make-In-India" campaign scenario and its recent developments. Try to furnish as much real-life examples.   | <b>(16)</b> |
| <b>Q4</b> | Explain the generic building blocks of competitive advantage and furnish industry examples to support the concepts.  | <b>(16)</b> |
| <b>Q5</b> | How is Vertical Integration strategy useful for growth and expansion of a business organization. Substantiate with some industry examples to support your answer.                        | <b>(16)</b> |
| <b>Q6</b> | How is Balance Score Card useful for the strategic management process? Furnish situational examples to explain and relate to an organization of specific industry sector of your choice. | <b>(16)</b> |



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Total Number of Pages: 02

MBA  
18MBA209

2<sup>nd</sup> Semester Regular/ Back Examination: 2023-24

ENTREPRENEURSHIP DEVELOPMENT

BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA(A&M), MBA(M&F), MM, RM

Time: 3 Hours

Max Marks: 100

Q. Code: P569

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is the full form of PMEGP?
- What is market segmentation?
- Who is a Fabian entrepreneur?
- What is gestation period?
- What is competency mapping?
- What is a sick unit?
- What is unsecured loan?
- What is gross working capital?
- What is event marketing?
- What is a balance sheet and why is it prepared?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What is Cash Conversion Cycle? Explain the formula to calculate CCC.
- What is Udyog Aadhaar? Why is it useful for MSMEs?
- What do you mean by SCAMPER technique in business ideas?
- 'TQM is a continuous process for continuous improvement in organizational performance'. Explain.
- What are the various source of finance for an entrepreneur?
- What do you mean by entrepreneurship development programmes? Explain.
- What are the various objectives and goals of business incubators?
- Mention six differences between an entrepreneur and a businessman.
- Explain the various central and state government incentives for MSMEs.

- j) What do you mean by business incubation?
- k) What are the various legal requirements for starting a MSME unit in India?
- l) How do you increase the value of your customer?

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3. What is the meaning of entrepreneur? Explain the various characteristics of an entrepreneur. (16)
- Q4. What do you understand by entrepreneurial marketing? What are the 10 biggest problems faced by entrepreneurs in India while starting a startup? (16)
- Q5. What do you mean by industrial sickness? What are the various causes of industrial sickness in India? (16)
- Q6. What do you mean by entrepreneurial environment? Explain the common factors of the environment affecting entrepreneurship. (16)