

Registration No :

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Total Number of Pages : 01

IMBA
16IMN404

4th Semester Regular / Back Examination 2018-19
ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

BRANCH : IMBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F701

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 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) Distinguish between Start up and Business Incubation.
- b) State two types of entrepreneurship.
- c) What do you mean by entrepreneurial skill?
- d) What do you mean by working capital?
- e) What is Innovative entrepreneur?
- f) What is regulatory clearance of a new venture?
- g) What is first generation entrepreneur?
- h) What is entrepreneurial structure?
- i) Name two institutions which promote SMEs.
- j) What is entrepreneurial motivation?

Part- II

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

- a) What do you mean by Incubator Model?
- b) What is FFF?
- c) What is Venture capital?
- d) What is bankability of a project?
- e) Explain how a new business is financed?
- f) Discuss the basic requirements of a business plan.
- g) What is need of training in a small scale business enterprise?
- h) Discuss virtual business incubation.
- i) Mention the guidelines of seed support system for start up business.
- j) What do you mean by Strategic Alliance?
- k) Discuss the role of NSIC in promoting small scale industries.
- l) What is Start Up ECO system?

Part-III

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

- Q3** Describe the important characteristics required for becoming a successful entrepreneur. **(16)**
- Q4** How do you identify business opportunity in automobile sector? **(16)**
- Q5** 'Production is useless without market'. Discuss. Also describe the marketing problems faced by Small Scale Enterprise and the measures to overcome them. **(16)**
- Q6** Define industrial sickness with special reference to Small Scale Enterprise. Discuss the causes and consequences of industrial sickness in India. **(16)**

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Registration No :

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Total Number of Pages : 03

IMBA
IMN404

4th Semester Regular Examination 2017-18
ENTERPRENURSHIP & SMALL BUSINESS MANAGEMENT
Branch : IMBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C909

Answer Question No.1 and 2 which is compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

Answer all parts of a question at a place.

Q1 Answer the following questions :

(2 x 10)

- a) What is the process by which individuals pursue opportunities without regard to resources they currently control?
- A. Startup management
 - B. Entrepreneurship
 - C. Financial analysis
 - D. Feasibility planning
- b) Which of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
- A. New business model
 - B. Anatomization
 - C. Creative destruction
 - D. None of the above
- c) Individuals influencing an entrepreneur's career choice and style are known as:
- A. Role model
 - B. Moral support network
 - C. Professional support network
 - D. Support system
- d) Which one of the following is an important source of idea generation due to their familiarity with the needs of market?
- A. Existing products and services
 - B. Distribution channels
 - C. Federal Government
 - D. Consumers
- e) Why should an entrepreneur do a feasibility study for starting a new venture?
- A. To identify possible sources of funds
 - B. To see if there are possible barriers to success.
 - C. To estimate the expected sales
 - D. To explore potential customers

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- f) EDP is required to help:
- A. Existing entrepreneurs
 - B. First generation entrepreneurs
 - C. Future generation
 - D. None of the above
- g) A Micro enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006):
- A. Rs 15 lakhs
 - B. Rs 20 lakhs
 - C. Rs 25 lakhs
 - D. Rs 30 lakhs
- h) Innovative small firms are more likely in:
- A. Knowledge based sectors
 - B. Bio Technology
 - C. Automobile manufacture
 - D. Aero space manufacture
- i) For small business owners, one of the most important objectives is:
- A. Market presence
 - B. Growth
 - C. Adaptability
 - D. Innovation
- j) The most likely problem encountered by innovative entrepreneurs in raising finance
- A. Limited security since R&D is an intangible asset
 - B. The costs of the patenting system
 - C. The exhaustion of personal equity in R&D
 - D. Inability of potential external funds to understand technology

Q2 Answer the following questions :

(2 x 10)

- a) What do you mean by the concept of entrepreneurship?
- b) Write different steps to generate creative ideas.
- c) What is business idea?
- d) What is the nature of entrepreneurship?
- e) Write five important documents to prepare business plan.
- f) What is innovation?
- g) Define Micro, Small and Medium enterprises.
- h) Identify any three startup experiences usually faced by an entrepreneur?
- i) Can an entrepreneur be trained? Comment.
- j) What are the sources of finance for a small enterprise?

Q3 Entrepreneurship and Intrapreneurship are not mutually exclusive; these are rather dependent on each other for the development of an economy. Elucidate.

(15)

Q4 "Self employment is the best method of solving the problem of growing unemployment in the country". Do you agree? Suggest a suitable strategy for the identification and development of entrepreneurs.

(15)

- Q5** What are the implications of prospective entrepreneurs analyzing and evaluating the business opportunity? **(15)**
- Q6** Write an essay on the contemporary policy of the Government of India for the development of entrepreneurship and small business. **(15)**
- Q7** Analyze five factors an entrepreneur should take into consideration when selecting the sources of business finance for his/her business. **(15)**
- Q8** Explain the role of various financial institutions at all India level engaged in helping SSI. **(15)**

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