

[Time: 3 Hours]**[Max. Marks: 100]**

HOSPITAL ADMINISTRATION
ENTREPRENEURSHIP AND CONSULTANCY MANAGEMENT (RS-4)

Q.P. CODE: 8728

Your answers should be specific to the questions asked.

Draw neat, labeled diagrams wherever necessary.

LONG ESSAY**1 X 20 = 20 Marks**

1. Business feasibility study is an important part of developing successful business. Enumerate.

SHORT ESSAY (Answer any Seven)**7 X 10 = 70 Marks**

2. Define Entrepreneurship. Discuss the importance and limitations of entrepreneurship. How nominal group technique does helps in decision making?
3. Discuss the role of support systems for new enterprise creation. What are the different sources of finance available for starting a new business?
4. Write a note on importance of professional code of ethics in consulting. Discuss the behavioural roles of consultants.
5. What is consulting process? Discuss the phases of consulting process.
6. What is an environmental scanning in business? Discuss the roles of R and D in new firm growth.
7. Explain the significance of a project report. Discuss the components of a formal report.
8. Describe the prerequisites required to set up a new business enterprise. Write a note on the challenges faced by entrepreneurs while starting a business.
9. What is healthcare consulting and what types of firms provide it? Explain the type of work done by healthcare consultants.

SHORT ANSWERS (Answer any Five)**05 X 02 = 10 Marks**

10. Brain Storming
11. Team development
12. Consultant - client relationship
13. What are the important characteristics of an entrepreneur?
14. Intellectual Property Right
15. What is venture and startup capital?

* * * * *