

**DEPARTMENT OF MANAGEMENT STUDIES**

**QUESTION BANK**

**III SEMESTER**

**BA5014 – ENTREPRENEURSHIP DEVELOPMENT**

**Regulation – 2017**

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*Prepared by*

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## DEPARTMENT OF MANAGEMENT STUDIES

### QUESTION BANK

**SUBJECT : BA5014 – ENTREPRENEURSHIP DEVELOPMENT**

**SEM / YEAR : III Semester / II Year**

UNIT – I – ENTREPRENEURIAL COMPETENCE			
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Who is an Entrepreneur?	Level 1	Remembering
2	Briefly explain the term Intrapreneur	Level 2	Understanding
3	Identify the differences between Entrepreneur & Entrepreneurship	Level 3	Applying
4	Do you think that Entrepreneurs need to be aware of their self- competency?	Level 4	Analysing
5	What conclusions can you draw about the drone Entrepreneur?	Level 5	Evaluating
6	Give your opinion about Fabian Entrepreneur.	Level 6	Creating
7	What is Entrepreneurial personality?	Level 1	Remembering
8	Compare the role of the Manager with that of the Entrepreneur.	Level 2	Understanding
9	Identify the barriers to Entrepreneurship.	Level 3	Applying
10	Examine the term Competency.	Level 4	Analysing
11	Academic Technical Knowledge is a must for the Entrepreneur. Justify.	Level 5	Evaluating
12	Briefly explain the term social Entrepreneurship.	Level 6	Creating
13	Recall the functions performed by the Entrepreneur.	Level 1	Remembering
14	What facts show that Entrepreneurs have a role in Economic Development?	Level 2	Understanding
15	Making use of theory, define that leadership quality is required for an Entrepreneur.	Level 3	Applying
16	Examine the skills required for an Entrepreneur.	Level 4	Analysing
17	Define Entrepreneurship.	Level 1	Remembering
18	What can you say about idea generation function of the Entrepreneur?	Level 2	Understanding
19	List out the skills required to become an Entrepreneur.	Level 1	Remembering
20	List any four positive aspects of Entrepreneurial career.	Level 1	Remembering

<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	How would you explain the characteristics of successful entrepreneurs with any two examples from South Indian food industry?	Level 1	Remembering
2	i) Summarize the factors favoring entrepreneurship as a career option.(8 Marks) ii) How would you compare Entrepreneur, Manager and Intrapreneur.(5 Marks)	Level 2	Understanding
3	Identify the skills required by the Entrepreneur to run his successfully.	Level 3	Applying
4	i) Examine the statement “ Certain command of Knowledge is a must for an Entrepreneur”(8 marks) ii) Discuss about different types of Entrepreneurs(5 marks)	Level 4	Analysing
5	Explain how one can make a career by entrepreneurship.	Level 5	Evaluating
6.	(i). An Entrepreneur should be able to perform all that is necessary for establishment and expansion of the enterprise .Justify(8 marks) (ii). An Entrepreneur performs commercial functions also. Justify(5marks)	Level 6	Creating
7	(i). What barriers inhibit the growth of Entrepreneurship in a society? (7 Marks) (ii). What are the promotional functions that all entrepreneurs perform? (6 Marks)	Level 1	Remembering
8	Explain state government policies to promote entrepreneurship.	Level 2	Understanding
9	(i). Identify the competencies required for Entrepreneurs (8 Marks) (ii). Using what you have learned, classify the entrepreneurs based on technology(5 Marks)	Level 3	Applying
10	Analyze the main roles performed by the Entrepreneur.	Level 4	Analysing
11	What are the different stages in the Entrepreneurial process? Explain with the help of a schematic diagram	Level 1	Remembering
12	(i). Explain Schumpeter’s theory of innovation(7marks) (ii). Explain how social entrepreneurs benefits society and humanity.(6 marks)	Level 2	Understanding
13	Discuss the Common Myths associated with Entrepreneur.	Level 4	Analysing
14	(i). Match the Entrepreneur and the self-employed person. (5Marks) (ii). Define Personality. Briefly explain the personality types of entrepreneur with suitable examples and arguments. (8 Marks)	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	Hall Mark of an Entrepreneurial character is innovation – Discuss.
2	Reverse migration of labor can be achieved through entrepreneurship – Explain
3	“MAKE IN INDIA” project of our Prime Minister is encouraging the entrepreneurs to expand their examples from Indian Pharmaceutical Industry.
4	Why many women now a days prefer to start their own ventures rather than pursuing traditional career paths?

UNIT – II – ENTREPRENEURIAL ENVIRONMENT			
Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define Environment.	Level 1	Remembering
2	Briefly Explain how the technological Environment induces entrepreneurship development	Level 2	Understanding
3	State the role of family in entrepreneurial development.	Level 3	Applying
4	List the objectives of Entrepreneurial Training programs	Level 4	Analysing
5	Elaborate on support organization services for Entrepreneurship Development.	Level 5	Evaluating
6	Why is international so important to an entrepreneur?	Level 6	Creating
7	What kind of promotion activities are provided by organizations that support Entrepreneurship development?	Level 1	Remembering
8	Tax holiday is a benefit given to entrepreneurs – Illustrate.	Level 2	Understanding
9	Identify how Government policy on incentives motivates Entrepreneurs.	Level 3	Applying
10	Examine the subsidies provided by the state government.	Level 4	Analysing
11	What are the forces that prevent the entrepreneur to engage in International ?	Level 5	Evaluating
12	Discuss the benefits associated with incentives and subsidies.	Level 6	Creating
13	List out the needs for Entrepreneurship Development Programmes.	Level 1	Remembering

14	Outline the objectives of the Industrial Policy.	Level 2	Understanding
15	What facts show that the 9 <sup>th</sup> 5 year plan contributed to strengthening the SSIs?	Level 3	Applying
16	Examine how international supports small entrepreneurs in India.	Level 4	Analysing
17	What is the role played by any 2 organizations which are supporting to entrepreneurial development in India?	Level 1	Remembering
18	What approach the entrepreneur would take when he engages in indirect exporting?	Level 2	Understanding
19	Recall few points that push the entrepreneur to undertake International	Level 1	Remembering
20	What are the sources for Idea generation?	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	(i). How does knowledge of the environment benefit the entrepreneur? <b>(8 marks)</b> (ii). Explain the social and legal environment and their impact on (5 marks)	Level 1	Remembering
2	(i). Summarize the advantages and disadvantages of family (5 marks) (ii). Explain Entrepreneurship Development Programs & its phases. Support your answers with example. (8 marks)	Level 2	Understanding
3	(i). Identify the need for Entrepreneurship development <b>(7 marks)</b> (ii). Using what you have learnt explain how development in the international environment impact entrepreneurial <b>(6 marks)</b>	Level 3	Applying
4	Discuss Entrepreneurship development training.	Level 4	Analysing
5	Discuss the role of family and society in entrepreneurship development, especially in a developing economy like India.	Level 5	Evaluating
6.	Give your opinion about the various schemes offered by government for promoting Entrepreneurship in India	Level 6	Creating
7	(i). What are incentives provided to entrepreneurial firms by the government? (6 marks) (ii). What are the reasons entrepreneurs engage in International ? (7 marks)	Level 1	Remembering
8	(i). Subsidy is given by the government to an entrepreneur to cover the cost – Illustrate <b>(5 marks)</b> (ii). Summarize the contribution of State financial corporation to the development of Small Scale Enterprises in the country <b>(8 marks)</b>	Level 2	Understanding
9	Identify the s that provide financial support to entrepreneurs	Level 3	Applying
10	Explain how central government industrial policies and regulations enable entrepreneurship.	Level 4	Analysing

11	(i) .Spell out the importance of International to the firm. (6 marks) (ii).How would you describe the procedural steps in designing an achievement motivation training program with an example. (7 marks)	Level 1	Remembering
12	Explain any two modes of entry into International by entrepreneurial firms.	Level 2	Understanding
13	Can you identify the different main functions of Small Industries Development Bank of India (SIDBI)?	Level 4	Analysing
14	What are the restraining forces that prevent the Entrepreneur to undertake International ?	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	Entrepreneurship development program is the process of grooming entrepreneurs – Elucidate
2	Family owned es are the highest creator of wealth in India – Explain
3	Examine how government policies and regulations are encouraging the small and medium scale enterprises to develop their es.
4	Numerous sources of finance are available for the entrepreneur – Explain

UNIT – III – PLAN PREPARATION			
Sources of Product for - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	List the sources of product for .	Level 1	Remembering
2	Show how creativity and innovation are related to idea generation.	Level 2	Understanding
3	How would you use brainstorming technique to generate product idea?	Level 3	Applying
4	Briefly examine prefeasibility study conducted by entrepreneurs	Level 4	Analysing
5	Briefly discuss the benefits of conducting feasibility study	Level 5	Evaluating
6	Explain the precautions to be observed when selecting the product	Level 6	Creating
7	What is the nature of plan?	Level 1	Remembering
8	How would you summarize Project Appraisal?	Level 2	Understanding
9	Making use of theory, briefly explain what is capital budgeting	Level 3	Applying

10	What do you infer by ownership?	Level 4	Analysing
11	How do you classify the projects?	Level 5	Evaluating
12	Briefly explain the purpose of preparing the project profile?	Level 6	Creating
13	What are the contents of project feasibility report?	Level 1	Remembering
14	Explain about project evaluation.	Level 2	Understanding
15	Identify the essence of capital budgeting in preparing project report.	Level 3	Applying
16	List the areas that are covered in the feasibility study.	Level 4	Analysing
17	What do you mean by economic viability of the project?	Level 1	Remembering
18	How do you describe product feasibility?	Level 2	Understanding
19	What are the considerations relating to financial feasibility for setting up a small ?	Level 1	Remembering
20	How does government policy influence the product selection?	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What are the sources of product ideas for ? Explain .	Level 1	Remembering
2	(i)Explain the different methods of generating product ideas. (8 marks) (ii)Can you explain what is happening in idea generation process? (5 marks)	Level 2	Understanding
3	Identify the steps involved in prefeasibility study.	Level 3	Applying
4	(i)Examine the criteria used for selecting the product for idea. (8marks) (ii)Analyze the ways of evaluating ideas. (5 marks)	Level 4	Analysing
5	(i)Discuss about financial feasibility study.(5 marks) (ii)Elaborate on the cooperative organization form of ownership available to the entrepreneur.(8 marks)	Level 5	Evaluating
6.	(i)Explain the components of the plan.(8 marks) (ii)Assess the outcome of economic feasibility study.(5 marks)	Level 6	Creating
7	How would you explain the role of SWOT analysis in entrepreneurship development process with suitable examples from FMCG Industry?	Level 1	Remembering
8	Explain different types of ownership of .	Level 2	Understanding
9	Applying theory, explain the various methods of marketing of products of SSI.	Level 3	Applying
10	(i)Explain the steps involved in the preparation of project feasibility report.(8 marks) (ii)Examine the results of Technical feasibility study.(5 marks)	Level 4	Analysing



11	(i) Drive the suitable practices for assessing the budget of any project proposal. (6 marks) (ii) How would you explain the practices with suitable examples. (7 marks)	Level 1	Remembering
12	Explain what factors you will take into consideration while adjudging the viability of your proposed project.	Level 2	Understanding
13	Discuss feasibility report preparation and evaluation.	Level 4	Analysing
14	Why capital budgeting techniques are considered important for Entrepreneurs?	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	Finance Marketing technology and legal framework are important aspects that a project manager must consider to prepare a detailed project report. Explain the project report preparation process assuming that the report is for establishing a domestic Airline company
2	plan helps to determine the validity of the enterprise – Elucidate
3	If you start a , which form of ownership would you prefer and why?
4	How would you educate the entrepreneur to assess the risk and return of his ?

UNIT – IV – LAUNCHING OF SMALL			
Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define resource Mobilization	Level 1	Remembering
2	What do you understand by operations planning?	Level 2	Understanding
3	Making use of theory ,state the levels at which capacity planning is done	Level 3	Applying
4	List the objectives of capacity planning	Level 4	Analysing
5	How would you categorize the inventory of an enterprise?	Level 5	Evaluating
6	Evaluate the channel members in the indirect distribution channel	Level 6	Creating
7	List out the various sources of capital for .	Level 1	Remembering
8	Summarize the multi-channel distribution system	Level 2	Understanding
9	Applying the theory briefly explain about flexible manufacturing system	Level 3	Applying



10	Analyze lease financing method as a medium term source of finance for the entrepreneur	Level 4	Analysing
11	What are the objectives of Venture Capital investments?	Level 5	Evaluating
12	Briefly explain about bill discounting facility given to the Entrepreneurs	Level 6	Creating
13	What is Venture Capital?	Level 1	Remembering
14	Define working capital Management.	Level 2	Understanding
15	How product launch is organized?	Level 3	Applying
16	Growth is an important phenomenon for every examine this statement	Level 4	Analysing
17	Define the market penetration strategies followed by the entrepreneur	Level 1	Remembering
18	Write short notes on technology incubation parks in academic set ups.	Level 2	Understanding
19	What is channel of distribution in marketing perspective?	Level 1	Remembering
20	Match the product based layout with process based layout	Level 1	Remembering

### PART- B

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Explain how to mobilize financial resources for an enterprise.	Level 1	Remembering
2	Explain about any sources of finance available for the entrepreneur.	Level 2	Understanding
3	Explain the commonly used selection procedure in Small Scale Industries.	Level 3	Applying
4	(i)Analyze the operational functions of HRM.(7 marks) (ii)Examine the features of venture capital.(6 marks)	Level 4	Analysing
5	(i) Explain market & channel selection in relation to a small ( 7 marks) (ii)Discuss about Incubation.(6 marks)	Level 5	Evaluating
6.	Explain the factors that affect the growth of the entrepreneurial firm.	Level 6	Creating
7	(i)What are the product & company characteristic features influencing the selection of the distribution channel?(7 marks) (ii) Choose and explain the factors relating to consumers and middle men while selecting the marketing channel.(6 marks)	Level 1	Remembering
8	(i)Explain the commonly used selection procedure in small scale industries. Explain the procedure with suitable examples.(7 marks) (ii).Explain the factors to be considered in product selection. (6 marks)	Level 2	Understanding
9	Choose examples to explain the international growth strategies that enterprises adopt.	Level 3	Applying
10	What conclusions can you draw about the different types of external growth strategies?	Level 4	Analysing

11	(i)What are the services offered by incubators?(5 marks) (ii)Explain about the IT Startup process along with the elements involved in the process.(8 Marks)	Level 1	Remembering
12	(i)Discuss the process of incubation and incentives given by Government of India for the same.(8 marks) (ii)Explain LLP based models of incubation.(5 marks)	Level 2	Understanding
13	Examine why the importance of venture capital is on the increase	Level 4	Analysing
14	(i)Describe growth strategies for small . (7 marks) (ii) Explain product launching.(6 marks)	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	Venture capital support is an essential pre requisite in an entrepreneurial society
2	Sub-contracting is a better from of promoting small – Explain
3	Devoppa is a small entrepreneur in Mysore city. He is producing Agarbatis in small scale level for domestic market. He branded the product as Bhagya. He sent samples of products to Dubai through his friend the product was accepted as good in the friends circle. His friend assured good demand for the product at Dubai suggest suitable branding and packaging strategy for the agarbaties in Dubai Market
4	Suppose an entrepreneur Manufacturing silk sarees wants to advertise - what promotional tools will you suggest

UNIT – V – MANAGEMENT OF SMALL			
Monitoring and Evaluation of Units- Effective Management of small . - Preventing Sickness and Rehabilitation of			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define the term small	Level 1	Remembering
2	Briefly explain about cottage industries	Level 2	Understanding
3	How would you use the logical framework method to monitor and evaluate small	Level 3	Applying
4	What inference can you make about technology obsolescence?	Level 4	Analysing
5	Why do you think inadequate access to credit is a major problem facing small ?	Level 5	Evaluating
6	Many small have perished because of their inability to sell what they have produced - Explain	Level 6	Creating
7	Define Sickness with reference to small .	Level 1	Remembering
8	Briefly summarize the symptoms of industrial sickness	Level 2	Understanding

9	Identify the consequence of Industrial Sickness	Level 3	Applying
10	Poor infrastructure is another major problem faced by small industries – Explain	Level 4	Analysing
11	Recovery of receivables calls for effective management of small – Discuss	Level 5	Evaluating
12	Proper inventory control is essential for effective management of - Justify	Level 6	Creating
13	How would you show that small units become sick because of external reasons?	Level 1	Remembering
14	Briefly explain the need for revival of sick units	Level 2	Understanding
15	Identify the need for a technical appraisal in a viability study	Level 3	Applying
16	Briefly examine the content of commercial appraisal in the viability study for rehabilitation proposal	Level 4	Analysing
17	Recall the list of warning signals of incipient sickness	Level 1	Remembering
18	State the two vital measures to prevent sickness in small .	Level 2	Understanding
19	State the concession given to sick units with regard to working capital term loan.	Level 1	Remembering
20	Write a short note on board for industrial & financial reconstruction.	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	(i)Small units have certain unique features. What are they?(7 marks) (ii)List the different types of small .(6 marks)	Level 1	Remembering
2	(i) Explain in detail the role of small in economic development.(7 marks) (ii) Summarize the external causes of sickness of small units.(6 marks)	Level 2	Understanding
3	(i)Identify the tools used in monitoring and evaluation of small .(8 marks) (ii)How entrepreneurs can use the decision of RBI to rehabilitate sick units.(5 marks)	Level 3	Applying
4	Examine the problems faced by small units.	Level 4	Analysing
5	Elaborate on the ways of effective management of small .	Level 5	Evaluating
6.	Explain the causes of sickness of small units.	Level 6	Creating
7	(i)Define Industrial Sickness. Drive the different stages industrial sickness with suitable examples.(7 marks) (ii) What are the symptoms of sickness of SSIs?(6marks)	Level 1	Remembering
8	Describe the criteria for selection of products.	Level 2	Understanding

9	Explain the guidelines of RBI for managing the problems of industrial sickness.	Level 3	Applying
10	(i) Analyze the remedial measures to overcome industrial sickness. (7 marks) (ii) Viability study enquiries into the technical aspects of analyze this statement. (6 marks)	Level 4	Analysing
11	(i) What is financial appraisal? Why it assumes importance in the rehabilitation proposal of sick units. (7 marks) (ii) What kind of relief and concessions relating to cash issues is given for rehabilitating sick units. (6 marks)	Level 1	Remembering
12	(i) Explain the viability study for rehabilitation of sick units. (7 marks) (ii) Explain about commercial aspects of included in the viability study (6 marks)	Level 2	Understanding
13	Analyze ways of rehabilitation of sick units.	Level 4	Analysing
14	What are the new guidelines given for rehabilitation of sick units?	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	Prepare a report on the revival process for sick units
2	Are the government policies relating to revival of sick units effective?
3	The problems faced by small scale industries are different – Explain
4	Briefly explain: i) Signals of Industrial Sickness i) Causes of Industrial sickness iii) Consequences of Industrial Sickness