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**Question Paper Code : 71102**

02/05/18

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M.B.A. DEGREE EXAMINATION, APRIL/MAY 2018  
Elective  
BA 7032 – ENTREPRENEURSHIP DEVELOPMENT  
(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is entrepreneurship ?
2. Define entrepreneurial personality.
3. What is business environment ?
4. State the merits of international business.
5. What are the sources of product for business ?
6. Define prefeasibility study.
7. What is Human Resource Mobilization ?
8. Define venture capital.
9. Why is monitoring of small business essential ?
10. What do you understand by evaluation of business ?

PART – B

(5×13=65 Marks)

11. a) i) Discuss entrepreneurship concept. (6)  
ii) Explain how one can make a career in entrepreneurship. (7)

(OR)

- b) Explain the characteristics of a successful entrepreneur.

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12. a) i) Discuss the role of family and society in building entrepreneurial environment. (6)

ii) Explain the State Government Industrial Policies and Regulations. (7)

(OR)

b) Discuss entrepreneurship development training and support organizational services.

13. a) i) Explain the criteria for selection of a product. (8)

ii) Discuss the importance of capital. (5)

(OR)

b) i) Describe how to match entrepreneur with the project. (6)

ii) Explain project feasibility report preparation. (7)

14. a) i) Explain finance mobilization for small business. (6)

ii) Discuss product launching. (7)

(OR)

b) i) Describe market and channel section. (9)

ii) Explain incubation. (4)

15. a) Discuss rehabilitation of business units.

(OR)

b) Explain effective management of small businesses.

### PART – C

(1×15=15.Marks)

16. a) Explain how you will prepare project profile by identifying your own product or services.

(OR)

b) Discuss how you will launch a product by selecting any product of your choice.