

R09

Code No: E5301

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations January 2011

ENTREPRENEURSHIP AND GOOD GOVERNANCE

Time: 3hours

Max. Marks: 60

Answer any five questions

All questions carry equal marks

1. Explain the features of Sole Proprietorship. What are the advantages and disadvantages of this form of organization?
2. Explain Risk Reduction Strategies for new entry exploitations.
3. What is SWOT analysis? How it will be useful in the promotion of a new enterprise?
4. Define Patent, Trade Marks and Intellectual Property Rights. Why the knowledge of these matters is required for a New Entrepreneur?
5. Define Business Ethics. What factors affect Ethical choices? What are the elements of building an ethical organization?
6. Write short notes on :
 - a) Justification for ethics
 - b) Corporate Climate.
7. Define Corporate Governance. Who are the major stakeholders in Corporate Governance? What are the principles of Corporate Governance and Its importance?
8. Define Corporate Social Responsibility. What are the areas of Corporate Social Responsibility that are important for an organization?
