Roll No. ....

Total No. of Questions : 07] [Total No. of Pages : 02

MBA (Sem. - 4th)

PROJECT MANAGEMENT AND ENTREPRENEURSHIP

SUBJECT CODE : MB - 402 (2k8 & Onwards)

Paper ID : [C0177]

[Note: Please fill subject code and paper ID on OMR]

Time : 03 Hours **Maximum Marks : 60**

Instruction to Candidates:

1) Section - A is **Compulsory**.
2) Attempt any **Four** questions from Section - B.

Section - A

Q1) *($10 \times 2 = 20$)*

a) Risk taking with respect to entrepreneurship.

b) Definition of SSI.

c) Business plan.

d) Shadow price of traded goods.

e) Traits of a good entrepreneur.

f) Venture Capital.

g) NPV.

h) Detailed Project Report.

i) Matrix Organization.

j) Feasibility report.

Section - B

(4 × 10 = 40)

Q2) "Contribution to Indian economy has to come from entrepreneurial achievements". Evaluate the statement signifying the role of entrepreneurship.

Q3) Examine the role of small business in the economic development of a country. What are the challenges in the development of small business in India?

Q4) What is market planning all about? Describe the aspects covered in market planning.

Q5) What are the similarities and differences between UNIDO approach and LM approach?

Q6) Narrate the various approaches to project control. Explain the challenges in exercising project control.

Q7) What are the components of cost of the project? Discuss them in detail.

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