Roll No. □□□□□□□□□□□□ **Total No. of Pages : 02**

Total No. of Questions : 15

MBA (2012 & Onwards) (Sem.–4)

ENTREPRENEURSHIP & MANAGING SMALL MEDIUM BUSINESS

Subject Code : MBA-402

Paper ID : [A2525]

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

Write briefly :

1. What is the difference between a manager and an entrepreneur?
2. Write a brief note on entrepreneurial culture.
3. Write brief note on the role of EDII in the entrepreneurship development.
4. Briefly enumerate the steps for starting a small industry.
5. Briefly explain the importance of Angle Capitalist.
6. What is Venture Capital Funding?

SECTION -B

UNIT-I

7. Define Entrepreneurship. What are the implications of entrepreneurship as a career? Explain giving suitable examples.
8. Who is an Intrapreneur? Is an Intrapreneur any different from an entrepreneur? What are the roles and responsibilities of an entrepreneur in the Indian economy?

UNIT-II

9. Why are the women entrepreneurs so few in numbers? What is the nature of problems faced by women entrepreneurs in India?

10. What is entrepreneurship development? What kind of role do agencies like DIC etc. play in promoting entrepreneurship development?

UNIT-III

11. Describe the nature and components of SME environment in India.

12. If you were able to enter into any small business that you desired, what things would you look for in the business? Why?

UNIT-IV

13. Prepare the marketing Personnel and Management feasibility reports of an arbitrary entrepreneurial venture of your choice.

14. Write a note on the financial schemes offered by various financial institutions like commercial banks and S1DBI.

SECTION-C

15. CASE STUDY :

In today's competitive business world you need to offer consumers something different and better than your competitors. This 'something' is called your competitive advantage. Your competitive advantage, also known as your success factors, shows itself in different ways depending on your type of business.

Questions :

What would be the key success factors in the following businesses? Select **any two** and write about 4 success factors for each business.

a) A Successful Restaurant

b) A Hair Salon

c) A Bed and Breakfast

d) An Art and Craft centre