

MP-110 (New) / MP-403 (Old)
December - Examination 2015
MBA 1st Year Examination
Entrepreneurship and Small Business
Management

Paper - MP-110 (New) / MP-403 (Old)

Time : 3 Hours]

[Max. Marks :- 80

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

8 x 2 = 16

(Very Short Answer Type Questions)

Note: Answer all questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Define 'Entrepreneurship'.
- (ii) Explain ETOP.
- (iii) What is family business?
- (iv) What do you understand by EDPs?
- (v) Who are first generation Entrepreneurs?
- (vi) What is plant layout?

(vii) What are the objectives of preparing business plan?

(viii) Name any two theories of Entrepreneurship.

Section - B

4 x 8 = 32

(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) “Entrepreneurship connotes innovation, risk-bearing and relatively dynamic leadership”. Explain the statement.
- 3) Explain the various activities of DC-MSME (SIDO).
- 4) Discuss the various phases involved in EDP.
- 5) What are the quality ethics and quality standards?
- 6) What are the factors to be considered while fixing the price of a product?
- 7) Describe the benefits given to SME’s under The Micro, Small and Medium Enterprise Development Act, 2006.
- 8) Explain the ‘3-Circle’ model of family business.
- 9) Discuss the major areas of marketing assessment.

Section - C

2 x 16 = 32

(Long Answer Questions)

Note: Answer any two questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) Identify the points to be taken into consideration while developing a succession plan in a family business.
 - 11) “Sickness in small scale sector is growing at an alarming rate”. Critically examine the factors responsible for this and suggest a suitable strategy to lower the mortality rate.
 - 12) What are the components of Entrepreneurial development process? Describe them in detail with example.
 - 13) Which are the government agencies established in India to support SME's? Discuss their activities and role.
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