

**MP-403(Old)/MP-110**

December - Examination 2016

**Master of Business Administration - I Year Examination****Entrepreneurship and Small Business Management****Paper - MP-403(Old)/MP-110****Time : 3 Hours ]****[ Max. Marks :- 80**

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

**Section - A****8 × 2 = 16**

**Note:** Answer **all** the questions within 30 words of each.

- 1) Explain the following terms:
- (i) EDP
  - (ii) Business Plan
  - (iii) First Generation Entrepreneur
  - (iv) Project Report
  - (v) Plant Layout
  - (vi) Licensing
  - (vii) Working Capital
  - (viii) Need for Achievement

**Section - B****4 × 8 = 32****Note:** Answer **any four** questions within 200 words in each.

- 2) Discuss the 3-circle model of family business.
- 3) Discuss functions of DIC.
- 4) Describe motivating factor to become an entrepreneur.
- 5) Examine the qualities of an entrepreneur.
- 6) Discuss the determinants of location of a business plant.
- 7) Establish a relationship of environment and entrepreneurship.
- 8) Illustrate factors affecting pricing of a product.
- 9) Discuss role of KVIC for promotion of village and cottage industries in India.

**Section - C****2 × 16 = 32****Note:** Answer **any two** questions within 500 words in each.

- 10) Write in detail the steps involved in setting up a small business enterprise.
- 11) Discuss the measures for promotion and development of SSIs in India.
- 12) Discuss the process of entrepreneurship development programme.
- 13) Examine the role of SSIs in Indian economy.

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