

MP-403(Old)/MP-110

December - Examination 2017

**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 given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

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

- 1) Explain the following terms within 30 words each:
- (i) Entrepreneurship
 - (ii) External Environment
 - (iii) Business Plan
 - (iv) Village Industries
 - (v) EDP
 - (vi) Taxable Income
 - (vii) Family business
 - (viii) Merger

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions within 200 words each.

- 2) Discuss various types of Advertising for small business.
- 3) Discuss the factors affecting the cost of production of small business firms.
- 4) Discuss the objectives of EDPs.
- 5) Discuss the factors to be considered for pricing of a product.
- 6) Write a note on family business.
- 7) Discuss the HR issues for MSMEs.
- 8) Define small scale industries as per present policy of government.
- 9) What is the legal framework for MSMEs?

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions within 500 words each.

- 10) Discuss important Entrepreneurial Competencies for success of an enterprise.
 - 11) Examine the procedure for establishing a small business.
 - 12) Discuss the institutional support system for MSMEs in India.
 - 13) Discuss important strategies for small business firms.
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