

MP-403(Old)/MP-110

December - Examination 2018

**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 the given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer 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) Explain the following terms within 30 words each:
- (i) Entrepreneurship
 - (ii) Business plan
 - (iii) Industrial licensing
 - (iv) Project report
 - (v) Plant layout
 - (vi) Family business

(vii) EDP

(viii) Village industries

Section - B

4 × 8 = 32

(Short Answer Questions)

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

- 2) Explain the model of family business.
- 3) Explain the HR issues in MSME.
- 4) Explain the main functions of DIC.
- 5) What are the factors that motivate a person to become an entrepreneur ? Explain.
- 6) Discuss the qualities of an Entrepreneur.
- 7) What are Entrepreneurial competencies? Explain.
- 8) Explain the factors of consideration for location of a business unit.
- 9) Discuss the factors to be considered for pricing of a product.

Section - C**2 × 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) Discuss important theories of Entrepreneurship.
 - 11) Write a note on classification of MSMEs.
 - 12) Discuss various growth strategies suitable for the small business.
 - 13) Write a detail note on Feasibility Analysis.
-