

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

December - Examination 2019

**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. 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. First Generation Entrepreneurship
  - ii. Entrepreneurial Competencies
  - iii. Entrepreneurship Development Programme
  - iv. SIDBI
  - v. Industrial licensing.

- vi. Plant layout.
- vii. Family business.
- viii. Limited Liability Partnership

**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 Indian Entrepreneurship.
3. Explain the Marketing issues in MSMEs.
4. Discuss the determinants of Entrepreneurial Environment.
5. What are the factors that motivate a person to become an entrepreneur? Explain.
6. Discuss the qualities of an Entrepreneur.
7. Explain the factors of consideration for location of a business unit.
8. Discuss the factors to be considered for pricing of a product.
9. Discuss the major areas of Market Assessment.

**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 incentives for MSMEs.
12. Discuss various growth strategies suitable for the small business.
13. Prepare a report on a Business Plan of your choice.