

MP-110/MP-403 (Old)

December – Examination 2021

Master of Business Administration (I Year) Examination

**Entrepreneurship and Small Business
Management**

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

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 4 marks.

1. (i) What do you mean by First Generation Entrepreneur ?
- (ii) What is Entrepreneurial Competence ?
- (iii) Explain any *two* characteristics of Small Industries.
- (iv) Explain any *two* factors necessary for deciding the location of a business unit.
- (v) What is Demand Forecasting ?
- (vi) What is Business Planning Process ?
- (vii) Explain the accounting process.
- (viii) What do you mean by Production Planning and Control ?

Section-B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

2. Explain the different characteristics of an Entrepreneur.

3. What are the components of 'Entrepreneurial Process' ? Describe them in detail give examples.
4. Discuss and explain the need and objectives of EDP.
5. "The small businesses today are capable of facing global competition." Comment.
6. Discuss the relevance of Porter's five forces model in Environmental Analysis.
7. Explain in brief the objectives of SSI 'Training institutes'.
8. Discuss the importance of working capital in small business.
9. What promotional strategies are used by MSME to promote their product in domestic and global market.