

11. What are the various forms of ownership under which a small business unit can be established ?
12. What are the factors necessary for deciding the location of a business unit ? Explain.
13. What promotional strategies are used by MSME to promote their product in domestic and global market ?

MP-110/MP-403 (Old)

December – Examination 2022

Master of Business Administration (Ist Year) Examination

**Entrepreneurship and Small Business
Management**

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

Time : 3 Hours]

[Maximum 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 Type Questions)

Note :- Answer all 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 2 marks.

1. (i) What do you mean by Seed Entrepreneur ?
(ii) Why Entrepreneurial Competence is important ? Give *two* reasons.

- (iii) What is Market Analysis ?
- (iv) What is SWOT ?
- (v) What do you mean by Business Plan Development ?
- (vi) Write *two* functions of DIC.
- (vii) How managing operation is important for small business ?
- (viii) What do you mean by family business management ?

Section-B **4×8=32**

(Short Answer Type Questions)

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

- 2. What is Entrepreneurship ? Explain roles of entrepreneur according to different economic theories.
- 3. Write a note on 'Entrepreneurship and Environment'.

- 4. Explain the various motivational factors for entrepreneurs to go into business.
- 5. 'The small businesses today are capable of facing global competition.' Comment.
- 6. What do you mean by EDP ? Explain its objectives and importance.
- 7. What do you mean by Business Plan Development ? Explain the process of BPD.
- 8. What do you mean by Working Capital Management ? Discuss the importance of short term working capital in small business.
- 9. Explain the various types of organizational structure for MSME.

Section-C **2×16=32**

(Long Answer Type Questions)

Note :- Answer any *two* questions. You have to delimit your each answer maximum up to **500** words. Each question carries 16 marks.

- 10. Discuss the relevance of Porter's Five Forces Model in Environmental Analysis.