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MP-403(Old)/MP-110

December – Examination 2020

**Master of Business Administration
(I Year) Examination**

**Entrepreneurship and Small
Business Management**

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

Time : 2 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per 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. Explain the following terms within **30** words each :

- (i) First generation entrepreneurs
- (ii) Entrepreneurial Competence

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- (iii) Marketability
- (iv) Environmental Scanning
- (v) Business Planning
- (vi) DIC
- (vii) Operational Management
- (viii) Family owned and led company.

Section-B **4×16=64**

(Short Answer Type Questions)

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

2. Discuss the relationship between Entrepreneurship and environment.
3. What are the factors that motivate people to go into business ? Explain.
4. Discuss the need and objectives of EDP.
5. What are the factors necessary for deciding the location of a business unit ? Explain.
6. Discuss the relevance of Porter's Five Forces Model in Environmental Analysis.
7. What are the objectives of preparing business plan ?

8. Discuss the importance of working capital in small business.
9. Explain the various types of organizational structure for MSME.