

11. What do you mean by Small Business Management ? Explain the steps involved in Establishing a Small Business.
12. What are the main challenges faced by small scale industry in India ? Explain.
13. What do you mean by Advertising ? Explain the importance of Advertising for Small Businesses.

MP-110/MP-403 (Old)

June – Examination 2023

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 risk taking capability ?
- (ii) What are Cottage Industries ?

- (iii) What is the full name of MSME ?
- (iv) What do you mean by Feasibility Analysis ?
- (v) What do you mean by Patents ?
- (vi) Write any *two* types of Channels of Distribution.
- (vii) Explain Matrix Structure.
- (viii) What do you mean by Strategy Implementation ?

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 are the components of 'Entrepreneurial Process' ? Describe them in detail with examples.
- 3. Explain the different characteristics of an entrepreneur.
- 4. Why EDP is important ? Discuss the various phases involved in EDP.

- 5. Explain the role of financial institutes for the development of MSME sector.
- 6. What do you understand by Market Assessment ? Explain the objectives of Market Assessment of Small Scale Industries.
- 7. Why training is important part for entrepreneurs ? Explain in brief the objectives of 'EDI'.
- 8. What is B2C ? What are the impacts of information technology on the MSME's ? Explain.
- 9. Discuss the role of various financial institutes in granting loans.

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. Explain the process of business planning by relating it with real life examples considering any organization of your choice.