

MP-403 (Old) / MP-110

June - Examination 2016

**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) (i) What is Entrepreneurial Competence?
- (ii) Define small scale business.
- (iii) What is Industrial Licensing?
- (iv) What is Business Planning?
- (v) What is working capital management?
- (vi) Name any two National Level Institutions available to assist small scale industries.
- (vii) How would you classify an enterprise as micro, small and medium?
- (viii) Define merger

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) Discuss the Marshallian Approach to Entrepreneurship.
- 3) 'EDP' is process of 'grooming' entrepreneurs'. Explain the statement.
- 4) 'The small businesses today are capable of facing global competition'. Comment.
- 5) Make a business plan for your intended business.
- 6) How Khadi and Village Industries Commission (KVIC) assist in development of village and cottage industries?
- 7) Enumerate the factors that affecting the cost of production of small business firms.
- 8) Discuss the qualities of an entrepreneur.
- 9) Explain the impacts of Information and Communication Technologies in MSME's.

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) What are the components of “Entrepreneurial Process”? Describe them in detail given examples.
 - 11) Write in detail the steps involved in setting up a small business.
 - 12) What promotional strategies are used by MSME to promote their product in domestic and global market?
 - 13) What do you mean by a strategy? What are the various growth strategies adopted by small business?
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