

MP-403(Old)/MP-110

June - Examination 2017

**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 guidelines.

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

Note: Answer **all** questions within 30 words each.

- 1) Explain the following terms:
 - (i) Entrepreneurship
 - (ii) MSME Industries
 - (iii) Business Plan
 - (iv) Entrepreneurship Competencies
 - (v) Licencing
 - (vi) Working Capital
 - (vii) Institutional Support System
 - (viii) Venture Capital

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions within 200 words in each.

- 2) Discuss the 3-circle model of family business.
- 3) What are the basic competencies which entrepreneurs should have to be successful? Explain.
- 4) Write short note on: "Legal Framework and Government Policies for MSMEs"
- 5) What are the main strategies for small business enterprises? Discuss.
- 6) What are the main institutional support systems for entrepreneurs? Why are they important? Discuss.
- 7) Explain entrepreneurship development programmes in detail.
- 8) Discuss the factors affecting pricing of a product.
- 9) Explain entrepreneurship environment in detail.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions within 500 words each.

- 10) How do you prepare good business plan? Explain it in detail with its process.
- 11) Write short notes on:
 - (i) Financial Management of MSME
 - (ii) Marketing Management of MSME
- 12) Write in detail the steps involved in setting up a small business enterprise.
- 13) Explain how to assess market for small business. Explain in detail.