

**MP-403(Old)/MP-110**

June - Examination 2019

**Master of Business Administration - I Year  
Examination**

**Entrepreneurship and Small Business  
Management**

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

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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**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 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) Self Employment
  - (ii) External Environment
  - (iii) Entrepreneurial Training

- (iv) Merger
- (v) Small Business
- (vi) DIC
- (vii) Entrepreneurial Competencies
- (viii) Industrial Policy

**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) Explain the problems of family business in India.
- 3) Explain the Marketing Problems of MSME.
- 4) Explain the organizational structure of DIC.
- 5) Discuss the Schumpeterian theory of Entrepreneurship.
- 6) Distinguish between an Entrepreneur and a Manager.
- 7) Discuss the institutional setup for helping MSMEs.
- 8) Explain the factors of consideration for recruiting human resources for MSMEs.
- 9) Discuss various strategies for pricing of a product.

**Section - C****2 × 16 = 32**

(Long Answer 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 objectives and process of Entrepreneurship Development Programme.
  - 11) Write a note on policy for MSMEs.
  - 12) Examine the problems of Small Scale Industries in India.
  - 13) Discuss business strategies suitable for the small business.
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