



Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : 70114

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019

Elective

BA 5014 – ENTREPRENEURSHIP DEVELOPMENT

(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. List the qualities of an entrepreneur.
2. Why is “Achievement Motivation Training” given to entrepreneurs ?
3. Define family enterprise.
4. Mention few state government policies for entrepreneurs.
5. Why feasibility study is done ?
6. List few niche products.
7. Why financial resources are essential for a business ?
8. Define “Venture Capital”.
9. Why business evaluation is important for an entrepreneur ?
10. Why rehabilitation of sick business unit is essential ?

PART – B

(5×13=65 Marks)

11. a) Discuss in detail, with suitable example, the role and contribution of women entrepreneurs in India.

(OR)

- b) Discuss the bottlenecks faced by the current generation of entrepreneurs in comparison with the traditional entrepreneurs of the past.



12. a) Explain the Government Policies which support entrepreneurship development, in the Indian context.

(OR)

- b) Explain the steps involved in the conduct of Entrepreneurship Development Programmes for Self Help Groups.

13. a) Explain the criteria to select a product for new business.

(OR)

- b) Explain in detail the process of Business Plan Preparation for small businesses.

14. a) Discuss elaborately about the importance of mobilisation of human resources in order to succeed in business.

(OR)

- b) Discuss the role of banks in providing financial assistance to prospective business ventures.

15. a) Analyse the factors for monitoring and evaluation of a business to sustain profitability.

(OR)

- b) Analyse the challenges in preventing business sickness in small scale manufacturing units.

PART – C

(1×15=15 Marks)

16. a) Explain the role of incubation centre for entrepreneurial development.

(OR)

- b) “A business model is a key for success in small business”. Justify your agreement or disagreement.
-