

D 70872

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014

MBA 3.2—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all parts.

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Define Entrepreneur.
2. What is project risk ?
3. What is project scheduling ?
4. What is situation analysis ?
5. What is cost benefit analysis ?
6. What is PERT ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Write the features of small business.
8. Explain the role of entrepreneur in economic development.
9. Write a note on computer based project management.
10. What are the environmental factors affect small business ? Explain.
11. List out the importance of project management organisation.
12. How financial analysis of a project is made ? Explain.
13. Explain the use of microsoft in project management.
14. Write a note on social cost benefit analysis.

(6 × 3 = 18 weightage)

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Prepare a project report for a hypothetical small business.
16. Explain the process of identification of business opportunities for small business.
17. Explain the concept of network techniques in project monitoring and control.

(2 × 6 = 12 weightage)

