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Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2018

(CUCSS)

M.B.A.

BUS 3C 19—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT (2016 Admissions)

Time: Three Hours

Maximum: 36 Weightage

Section A

Answer all questions given below. Each question carries 1 weightage.

- 1. Define entrepreneur.
- 2. What is innovation?
- 3. What do you mean environment scanning?
- 4. What do you mean project formulation?
- 5. What is project implementation?
- 6. What is project management?

 $(6 \times 1 = 6 \text{ weightage})$

Section B

Answer any four questions given below. Each question carries 3 weightage.

- Explain the different roles of entrepreneur. 7.
- 8. What are the advantages of small business?
- 9. Explain the screening of project idea.
- 10. What are the different types of risks?
- 11. What are the different steps in project planning?
- 12. What are the network techniques in project monitoring?

 $(4 \times 3 = 12 \text{ weightage})$

Section C

Answer any three questions given below. Each question carries 4 weightage.

- 13. Explain the government regulatory framework for small business.
- 14. Explain market demand analysis.
- 15. What are the different types of analysis in project formulation?
- 16. Explain the major features of MS project.
- 17. Explain importance of project management organisation.

 $(3 \times 4 = 12 \text{ weightage})$

Section D

Compulsory question.

18. Discuss the characteristics and important roles of entrepreneur in economic development. $(1 \times 6 = 6 \text{ weightage})$