

D 12351

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, JANUARY 2022**

M.B.A.

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

Time : Three Hours

Maximum : 36 Weightage

**Section A**

*Answer all questions given below.  
Each question carries 1 mark.*

1. What is Innovation ?
2. What is environment scanning ?
3. What do you mean production technology ?
4. Define plant location.
5. What is plant layout ?
6. What is project monitoring ?

(6 × 1 = 6 weightage)

**Section B**

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

7. Discuss the opportunities for small business.
8. What is floating of small business ?
9. Explain the different functions of entrepreneur.
10. What is the environmental appraisal of projects ?
11. What are the different ways in monitoring the projects ?
12. What are the economic factors in nurturing entrepreneurship ?

(4 × 3 = 12 weightage)

**Turn over**

**Section C**

Answer any **three** questions given below.

*Each question carries 4 weightage.*

13. Explain the analysis of market demand.
14. Explain the firm risk and market risk.
15. Discuss the process in the selection of a plant.
16. Explain the importance of management organisation.
17. Explain the different techniques of project monitoring.

(3 × 4 = 12 weightage)

**Section D**

**Compulsory question.**

18. Discuss the generation and screening of project idea.

(1 × 6 = 6 weightage)