

D 54203

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2024

(CUCSS)

M.B.A.

BUS 3C 19—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. What is project planning ?
2. What is PERT ?
3. What is project report ?
4. Define Entrepreneur ?
5. What is plant layout ?
6. What is small scale industrial unit ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. What are the parameters of project monitoring ?
8. Discuss the importance of cost benefit analysis in project selection.
9. What are the features of small business ?
10. Write a note on importance of project management organization.
11. What are the factors, which affect selection of plant location ?
12. What are the qualities of a prospective entrepreneur ?

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any **three** questions.
Each question carries 4 weightage.*

13. Discuss the role of PERT in project management.
14. Discuss the major features of MS Project.
15. Is entrepreneurship a process ? Discuss.
16. What are the challenges faced by a project manager.
17. What do you mean by project identification and what are the various sources of new ideas ?

(3 × 4 = 12 weightage)

Part D

*Answer the **Compulsory** question.*

18. Illustrate the role of entrepreneurship in the Indian Economy.

(1 × 6 = 6 weightage)