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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE [2016 SCHEME] EXAMINATION  
JANUARY 2025**

M.B.A. (CUCSS)

BUS 3C 19—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

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

1. What is project scheduling ?
2. What is social cost benefit analysis ?
3. What is project management organization ?
4. Define Innovation.
5. What is demand forecasting ?
6. What is project formulation ?

(6 × 1 = 6 weightage)

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

7. Write a note on importance of small scale business.
8. What are the functions of entrepreneur ?
9. Distinguish between an entrepreneur and a manager.
10. Write a note on developing project teams.
11. Discuss the importance of market demand analysis.
12. Write a note on need for project management.

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

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

13. Explain difference and similarities between CPM and PERT
14. Describe the role of financial institutions in developing Entrepreneurship in the country.
15. What are the Characteristics of a successful entrepreneur.
16. List out some of the factors that effect entrepreneurship.
17. Explain about project cost planning and control.

(3 × 4 = 12 weightage)

**Part D**

*Answer the **Compulsory** question.*

18. Explain the prospects of women entrepreneurship in India ?

(1 × 6 = 6 weightage)