

C 82567

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2015

(CUCSS)

BUS 4C 23/BUS 4C 26—NEW ENTERPRISE MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all the questions.
Each question carries 1 weightage.*

1. Explain the concept of entrepreneur.
2. Define the three types of start-ups with examples.
3. Mention any *two* difference between an entrepreneur and manager
4. Define an intrapreneur
5. Describe the factors that influence a decision on selection of a business location.
6. What is cottage industry ?

(6 × 1 = 6 weightage)

Part B

*Answer any six questions.
Each question carries 3 weightage.*

7. Explain the various schemes offered by SIDBI for supporting enterprise.
8. Outline the salient features of an export processing zone.
9. Explain the causes of industrial sickness.
10. Discuss turnaround strategy with an example.
11. What does it take to be a leader in launching a business ?
12. What is entrepreneurial ethics ?
13. What is the difference between an idea and an entrepreneurial opportunity ? What defines a good opportunity ?
14. What are the uses of a project report ?

(6 × 3 = 18 weightage)

Turn over

2 Copy

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Describe the institutional set up for entrepreneurial development in India
16. 'Entrepreneurship is all about money and getting rich quickly'. Do you agree with this? Justify your answer.
17. What personal skills are required in entrepreneurs? Which personal skill do you think is the most critical and why?

(2 × 6 = 12 weightage)

2 Copy