

C 2770

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2016

(CUCSS)

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

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

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

1. Explain the concept of Entrepreneurship.
2. Differentiate between corporate and intrapreneurial organizational culture.
3. What are the advantages and disadvantages of a family business compared to other business ?
4. Define an intrapreneur.
5. What is the difference between small scale industries, ancillary units, tiny units and household industries ?
6. Mention any four problems of SSI in India.

(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. What are District Industries Centers (DIC) ? Explain the functions of DIC.
9. List steps necessary for opportunity analysis.
10. Discuss turnaround strategy with an example.
11. Discuss the need for forecasting in entrepreneurship.
12. What are the different ownership forms available to entrepreneurs ? Discuss each form in brief.
13. Discuss five strategies to promote the development of MSME in India.
14. What are the uses of a project report ?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Are small business owner's entrepreneurs ? Discuss.
16. 'Entrepreneurship is all about money and getting rich quickly.' Do you agree with this ? Justify your answer.
17. Which are the five Fortune 500 companies that began as small enterprises ? Explain.

(2 × 6 = 12 weightage)