

C 23649

Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2017**

(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. Who is the entrepreneur ?
2. Define the three types of start-ups with examples.
3. Mention any *two* difference between an entrepreneur and manger.
4. What is creativity ?
5. What is a start up village ? Mention objectives of startup village in Kerala.
6. What is an incubator ?

(6 × 1 = 6 weightage)

**Part B**

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

7. Describe women entrepreneur ? Discuss the importance of women entrepreneur
8. Discuss the need for institutional support for MSME.
9. Brief about entrepreneurial growth in India.
10. Discuss turnaround strategy with an example.
11. What does it take to be a leader in launching a business ?
12. Comment on the statement "small is beautiful".
13. What is the difference between an idea and an entrepreneurial opportunity ? What defines a good opportunity ?
14. Discuss the legal and other requirements for setting up a new venture.

(6 × 3 = 18 weightage)

**Part C**

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

15. Describe the institutional set up for entrepreneurial development in India.
16. What are the advantages and limitations of small business in India ?
17. Explain the policies introduced by Kerala government for young entrepreneurial development.

(2 × 6 = 12 weightage)