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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

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

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define SEZ.
2. VAAT is MSME.
3. What is EDP ?
4. What is an Ancillary unit ?
5. Write a note on Household industries.
6. Who is a venture capitalist ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Explain the challenges involved in new venture development.
8. Write a note on business incubator.
9. What is Corporate Entrepreneurship ?
10. Distinguish between Creativity and Innovation.
11. Write a note on D.I.C.
12. Explain the role of small scale industry in India.
13. Write a note on SIDBI.
14. Write a note on Ethical practices.

(6 × 3 = 18 weightage)

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Identify and discuss two examples of financial difficulties that can cause a venture to fail.
16. Discuss the various institutional support given by the Government of India to promote entrepreneurship.
17. Explain some of the corporate obstacles that must be overcome to establish a corporate entrepreneurial environment.

(2 × 6 = 12 weightage)