FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, MAY/JUNE 2019

(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 Intrapreneurship.

2. Define Creativity.

3. Who is a venture capitalist ?

4. What is IDBI ?

5. What are tiny units ?

6. Define small business.

(6 × 1 = 6 weightage)

Part B

Attempt any six questions.
Each question carries 3 weightage.

7. What is the difference between an adaptor and an innovator ?

8. Explain the role of SSI on the Indian Economy.

9. What is an ancillary unit ?

10. Write a note on NSIC.

11. Explain the concept of industrial sickness.

12. Write a note on MSME.

13. Explain the role of technical consultancy services in promoting entrepreneurship.

14. "Briefly explain the role of SFCs".

(6 × 3 = 18 weightage)

Turn over

Part C

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

15. Identify and discuss two examples of managerial problems that can cause a venture to fail.

16. "Choice of technology Plays a Major Role for an entrepreneur to become successful". Discuss.

17. "A number of corporations today are working to reengineer corporate thinking and encourage a intrapreneurial environment"—Discuss.

(2 × 6 = 12 weightage)