

MBA I Year Examination

MP- 110 : Entrepreneurship and Small Business Management

Time: 3 Hours

Max. Marks: 80

Note: The question paper is divided into three sections A, B & C. Write Answers as per the given instructions.

Section A

(Very Short Answer Type Questions)

Note: Answers all 8 questions. As per the nature of the questions you delimit your answer in one sentence up to 50 words. Each question carries equal marks. (Marks 2x8=16)

1. Name theories of Entrepreneurship.
2. Define Entrepreneurship.
3. Enlist the components of external environment.
4. What is EDP?
5. Define small scale business.
6. Explain ETOP.
7. Discuss the elements of Business Plan.
8. What is strategy?
9. Who are first generation Entrepreneurs?
10. What are village industries?
11. What is Industrial Licensing?
12. Explain SWOT.
13. Describe Project Report.
14. Name National Level Institutions available to assist small scale industries.
15. What is accounting process?
16. What is marketing?
17. What is working capital management?
18. What is plant layout?
19. Explain the motivation of Starting a Business.
20. What is taxable income?
21. What is family business?
22. Define merger.
23. Discuss the role of entrepreneur.
24. Why is EDP needed?

Section B

(Short Answer Type Questions)

Note: Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks. (Marks 8x4 = 32)

1. What are the different stages of an organisational life cycle? Explain.
2. Explain the '3-Circle' model of family business.
3. Explain the HR issues in MSME.
4. Discuss the types of advertising.
5. What are the quality ethics and quality standards?
6. Explain the cost formulas used for valuation of stock.
7. Explain the main functions of DIC.
8. Write short note on Objectives of preparing Business Plan.
9. What are the factors that motivate to become an entrepreneur?
10. Explain the benefits of registering a micro or small enterprise with the state government.
11. Enumerate the factors that affecting the cost of production of small business firms.
12. Identify the requirements needed to save a family business.
13. Explain the various activities of DC-MSME (SIDO).
14. Write short note on:
 - (i) Patents
 - (ii) Copy right
15. Differentiate between a traditional and a modern small business.
16. What do you understand by EDP? Explain.
17. Discuss the qualities of an entrepreneur.
18. Explain the relationship between entrepreneurship and environment.
19. What are entrepreneurial competencies? Explain.
20. "EDP is the process of grooming entrepreneurs". Explain.
21. Explain the factors necessary for deciding the location of a business unit?
22. Discuss the major areas of marketing assessment.
23. What are the factors to be considered while fixing the price of a product?
24. Write a detailed note on family business.

Section C

(Long Answer Type Questions)

Note: Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks. (Marks 2x16=32)

1. Discuss the Marshallian Approach to Entrepreneurship.
2. Discuss the relevance of Porter's Five Force model in environmental analysis.
3. Write short note on:
 - (i) Classification of small business
 - (ii) Small business as a seed bed of entrepreneurship
4. Write in detail the steps involved in setting up a small business.
5. Explain the various phases involved in EDP.
6. Discuss the measures for promotion and development of SSIs.
7. Make a business plan for your intended business.
8. Discuss various leadership styles.\
9. "Entrepreneurs are made, not born". Discuss.
10. What are the components of Entrepreneurial development process? Describe them in detail with example.
11. Explain the factors to be considered while fixing the price of the product.
12. How Khadi & Village Industries commission (KVIC) assist in development of village and cottage industries?
13. Discuss the role of small scale enterprises in national economy.
14. Identify the points to be taken into consideration while developing a succession plan in a family business.
15. What are the various growth strategies available for the small business? Explain.
16. Discuss the external sources of raising funds for entrepreneurs.
17. What are the various growth strategies available for small business? Explain.
18. Write a detail note on Feasibility Analysis?
19. Discuss various leadership styles.

20. Write a detail note on national level institutions for small industries.
21. Make a business plan for your intended business.
22. Discuss the various phases involved in EDP.
23. Write a detailed note on Incentives for Small Business in India.
24. Explain the legal frame work of SSI in detail.