

ENTREPRENEURSHIP MANAGEMENT
MMS – SEM. - II

Q.P. Code: 00005294

[Time: 3.00 Hrs]

[Marks: 75]

Please check whether you have got the right question paper.

Instructions:

1. Q1 (20 marks) & Q8 (15 marks) are compulsory.
2. Attempt Any Four (40 marks) out of Q2, Q3, Q4, Q5, Q6 and Q7.
3. Students have to attempt any four out of the remaining six questions and within each question; students have to attempt any two out of three sub – questions. Each sub – question would carry 05 Marks.
4. Figures to the right indicate full marks.
5. Draw neat diagrams wherever necessary.

Q.1 Read and attempt the following:

(a)

20 Marks

Mr. Prashant Started a toy-making factory at Bangalore, within a period of 10 years. Mr. Prashant achieved tremendous success in his business of making & selling toys. The success of Mr. Prashant was mainly due to his business interest and good management skill with special reference to innovation and cost cutting exercise.

Encountered by the success of toy-making business. Mr. Prashant entered in the business of ready-made garment & plastic furniture. Mr. Prashant continues to take all the decision himself as he found it difficult to delegate responsibility & authority to his subordinates.

Some of the competent executives who had joined the company left within a year of time. The new business venture did not make any profit for the past 2.5 years so Mr. Prashant thought of closing them down.

Question:

1. Summarized the above case in your own words?
2. Please give one suitable title to case?
3. Do SWOT analysis of case?
4. What could be the possible reason of Mr. Prashant difficult in delegating authority?
5. What would you have done if you were in the position of Mr. Prashant? & Why?

Q.2 Attempt any two of the following:

10 Marks

- (a) Define Entrepreneurship. Explain its features?
- (b) Explain Joseph A. Schumpeter's Theory & David C. McClelland's Theory in short?
- (c) What are the qualities needed to become a Successful Entrepreneur?

Q.3 Attempt any two of the following:

10 Marks

- (a) Explain Managers v/s Entrepreneurs.
- (b) Explain Entrepreneur v/s Intrapreneur.
- (c) Explain in detail Types of Entrepreneurs?

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- Q.4 Attempt any two of the following: 10 Marks
- (a) Explain SWOT Analysis with example.
 - (b) Explain Promotion of a Venture & Stages of Promotion of a Venture?
 - (c) Explain any three environmental forces which influence the growth of entrepreneurship?
- Q.5 Attempt any two of the following: 10 Marks
- (a) What is opportunities analysis, explain its source in short?
 - (b) What is the various mode of entry into the overseas markets?
 - (c) What is Outsourcing, why organisation adopt it?
- Q.6 Attempt any two of the following: 10 Marks
- (a) Explain women entrepreneurs what are the main reasons for entry of women entrepreneurs?
 - (b) Explain importance of a woman entrepreneur?
 - (c) What are the problems and difficulties faced by Entrepreneur?
- Q.7 Attempt any two of the following: 10 Marks
- (a) What are remedial measures to solve the problem faced by small scale industry?
 - (b) What are the reasons for the slow growth of entrepreneurship?
 - (c) What is National Entrepreneurship Development Board (NEDB), Explain its objective?
- Q.8 Write short notes on Any three the following: 15 Marks
- (a) Venture capital funding.
 - (b) National Small Industries Corporation (NSIC).
 - (c) Entrepreneurial Development Programme (EDP).
 - (d) Bank Of India's Priyadarshini Yojana.
