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**MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2019**

ENTREPRENEURSHIP

Paper : 17IMG23C3

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *compulsory* Question No. 1 from Section – A and *four* questions from Section – B (*one* question from each Unit). All questions carry equal marks.

SECTION – A

1. Write short notes on :
 - (a) Entrepreneurship
 - (b) Risk taking ability

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- (c) Sources of business ideas
- (d) Competitor analysis
- (e) Need for preparing functional plans
- (f) Proprietorship
- (g) Intellectual property rights
- (h) Debt-equity ratio

SECTION - B

UNIT - I

2. Highlight the need for and benefits of entrepreneurship. Which skills are required in it ?
3. Describe the factors which have contributed to the emergence of entrepreneurship. Critically evaluate the current trends in entrepreneurship in India.

UNIT - II

4. Explain the concept and process of creativity. What is its importance for an entrepreneur ?
5. What is a feasibility study ? What purpose does it serve ? Which are the major areas of focus in a feasibility study ?

UNIT - III

6. Explain the meaning and marketing research. What are the steps in conducting marketing research for a new venture ?
7. Explain and illustrate the utility of a cash budget. How is a cash budget prepared ?

UNIT - IV

8. Write a detailed note on the forms, advantages and disadvantages of debt financing.
9. Write notes on :
 - (a) Franchising
 - (b) Copyrights