

Roll No.

12043

**MBA 2 Year 3rd Semester (CBCS)
Re-appear Examination – October, 2020**

ENTREPRENEURSHIP

Paper : 17IMG23C3

Time : 1.45 Hours]

[Maximum Marks : 80

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

*Note : Attempt any **three** questions. All questions carry equal marks.*

1. Briefly explain the following :

- (a) Intrapreneurship
- (b) Family and social risk
- (c) Importance of business ideas
- (d) Creativity

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- (e) Objectives of marketing research
(f) Cash budget
(g) Franchising
(h) Features of term loans
2. Differentiate between entrepreneurship and entrepreneur. What are the characteristics of a successful entrepreneur ?
3. Discuss the process of entrepreneurship and highlight its role in economic development of India.
4. What is the importance of idea generation for an entrepreneur ? Which major aspects are considered in screening at various business ideas ?
5. What is a project report ? Why and how is it prepared ? What should be the essentials of a good project report ?
6. What are the essential factors that should be considered while preparing a marketing plan ? How is a marketing plan prepared ?
7. Highlight the importance and types of working capital. Which are the determinants of working capital requirement ?

8. What are the advantages and disadvantages of equity financing ? Briefly discuss various modes of equity financing.
9. Explain the objectives and structures of NABARD. Discuss various schemes of NABARD for promoting entrepreneurship in India.
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