9. Write short notes on the following : (4×2=8)

(a) Importance of Patents

(b) Importance of Trade Secrets.

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MBA 2 Yr. 2nd Semester CBCS (2016-17) Examination– May, 2017

ENTREPRENEURSHIP DEVELOPMENT

(ALLIED ELECTIVE/FOUNDATION COURSES)

Paper : 16IMSF1

Time : 3 hours　　　　*Max. Marks : 40*

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 the examination.

Note: All questions in Section A are **compulsory**. Attempt any **four** questions from Section B selecting at least **one** question from each unit. Each question is of equal marks.

SECTION – A

1. Explain the following : (1×8 = 8)

(i) Intrapreneur

(ii) Creativity

(iii) Entrepreneurial Competencies

(iv) Market Feasibility

(v) Manpower Planning

(vi) Company

(vii) Commercial Bank

(viii) Equity Financing

SECTION – B

UNIT – I

2. Discuss in detail the functions performed by entrepreneurs. (8)

3. Distinguish between an entrepreneur and a manager. Justify the importance of entrepreneurship in an economy like India.

(8)

UNIT – II

4. Write notes on the following : (4×2=8)

   (a) Sources of Business Ideas

   (b) Business Plan

5. Explain the importance of competitor and Industry analysis for an entrepreneur. (8)

UNIT – III

6. Discuss in detail the marketing plan of an organization. (8)

7. What is working capital ? Explain the different factors determining requirements of working capital. (8)

UNIT – IV

8. Discuss various financial institutions supporting entrepreneurship in India. (8)