

financing. Generally which of them is more popular among entrepreneurs ? Why ?

9. Write notes on :

- (a) Venture capital
- (b) Role of financial institutions in growth of entrepreneurship culture

Roll No. ....

**56070**

**MBA 2 Year 4th Semester (N.S.)**

**Examination- May, 2016**

**ENTREPRENEURSHIP**

**Paper : MBA-401**

**Time : 3 hours**

**Max. 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 the examination.

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

**SECTION - A**

1. Answer briefly the following :

- (a) Which type of knowledge is required for entrepreneurship ?
- (b) Highlight the motives for entrepreneurship.

- (c) Explain and illustrate the creative problem solving.
- (d) Differentiate between business plan and project-report
- (e) How does the process of job design influence the organisational plan ?
- (f) Explain the meaning and utility of proforma balance sheet.
- (g) What are the features of franchising ?
- (h) Explain and illustrate intellectual property.

## **SECTION - B**

### **UNIT - I**

- 2. Define entrepreneurship. Highlight its role in economic development of India.
- 3. Which factors impact the emergence of entrepreneurship ? How can the pace of entrepreneurship be accelerated ?

### **UNIT - II**

- 4. Discuss in detail the generation of business ideas and the role of environment scanning and industry analysis in evaluating these ideas.
- 5. Identify the information needs and the sources of information for preparing a business plan.

### **UNIT - III**

- 6. Discuss the steps involved in preparing a marketing plan for a new business. How does it take care for contingency planning ?
- 7. Why is cash budget considered an important part of a financial plan ? With the help of an illustration, explain the preparation of a cash budget.

### **UNIT-IV**

- 8. Highlight the relative advantages and disadvantages of debt financing and equity