



Total No. of Questions :5]

P2191

[5465]-3003

M.B.A-II

**303:STARTUP AND NEW VENTURE MANAGEMENT
(2016 Pattern) (Semester-III)**

Time : 2¼ Hours]

Instructions:

[Max. Marks : 50]

- 1) *All questions are compulsory and carry equal marks.*
- 2) *Figures to the right indicate full marks.*

Q1) a) Explain the concept of entrepreneur, entrepreneurship and enterprise with the help of suitable examples. **[10]**

OR

b) Entrepreneurial activity leads to economic growth and development-comment.

Q2) a) What is an entrepreneurial opportunity? Explain the process of opportunity identification. **[10]**

OR

b) What are feasibility studies? Explain the concept of market feasibility with example.

Q3) a) How are small scale industries defined in India? Explain the process of registration of SSI. **[10]**

OR

b) What is a project? Explain the concept of PERT and CPM in project management.

P.T.O.

- Q4) a)** Explain the role of various Government Institutions in promoting & supporting small business. **[10]**

OR

- b) Explain the provisions of shops and Establishment Act related to small business.

- Q5) a)** Technological obsolescence is one of the major factor leading to failure of small business - Explain the statement with an example of business failure due to technological obsolescence. **[10]**

OR

- b) Discuss the case of any successful entrepreneur from your area. What factors made him/ her successful.





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SEAT No. :

[Total No. of Pages :2

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M.B.A. - II

April 18

MBA- 303 : STARTUP AND NEW VENTURE MANAGEMENT
(2016 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.
- 3) Figures to the right indicate full marks.

Q1) Define entrepreneurship and explain the steps involve in entrepreneurial process. [10]

OR

Discuss in detail mcelelland's N-Ach theory. [10]

Q2) Explain in detail the creation and protection of Intellectual property. [10]

OR

Write short note on

- i) Opportunity identification [5]
- ii) Project serialization. [5]

Q3) Define SME and explain the importance of SME in economic development. [10]

OR

Explain project planning and scheduling using networking techniques in detail. [10]

P.T.O.

Q4) Explain the role of DIC in detail

[10]

OR

Write short note on

i) factories set

[5]

ii) Environment protection set

[5]

Q5) a) Discuss the case of any successful entrepreneur you know and explain the key variable explaining his/her success.

[10]

OR

b) Discuss the case of any unsuccessful entrepreneur you know and explain the key variable explaining his/her failure.

[10]

Total No. of Questions :5]

P3867

SEAT No. :

[Total No. of Pages :2

[5265] - 3003

M.B.A. - II

Dec 17

303 : STARTUP AND NEW VENTURE MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

Q1) Define entrepreneur and explain the role of entrepreneur in economic development. [10]

OR

An entrepreneur could be a manager but a manager cannot be an entrepreneur-Discuss. [10]

Q2) A product is anything that can be offered to a market for procurement, use or consumption. What are the criteria for product selection? [10]

OR

Write short note on

- a) Franchising. [5]
- b) Sponsorship & Acquisition. [5]

Q3) Explain the role of SME in economic development of India. [10]

OR

Discuss economic viability and market feasibility as some of the factors considered by financial institutions while appraising a project. [10]

P.T.O.

Sensu
EXTERNAL

[Signature]
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Dec 17

Q4) Explain the role of small Industries Development corporation. [10]

OR

Write short note on

a) Sale of Goods Act. [5]

b) Shops and Establishment Act. [5]

Q5) Discuss the case of any successful entrepreneur you know. Explain the factors that made him/her successful. [10]

OR

Discuss the case of any unsuccessful entrepreneur you know and explain the factors that made him/her unsuccessful. [10]

