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Total Number of Pages : 03

IMBA
IMN404

4th Semester Regular Examination 2017-18
ENTREPRENURSHIP & SMALL BUSINESS MANAGEMENT
Branch : IMBA
Time : 3 Hours
Max Marks : 100
Q.CODE : C909

Answer Question No.1 and 2 which is compulsory and any four from the rest.
The figures in the right hand margin indicate marks.
Answer all parts of a question at a place.

Q1 Answer the following questions :

(2 x 10)

- a) What is the process by which individuals pursue opportunities without regard to resources they currently control?
 - A. Startup management
 - B. Entrepreneurship
 - C. Financial analysis
 - D. Feasibility planning
- b) Which of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
 - A. New business model
 - B. Anatomization
 - C. Creative destruction
 - D. None of the above
- c) Individuals influencing an entrepreneur's career choice and style are known as:
 - A. Role model
 - B. Moral support network
 - C. Professional support network
 - D. Support system
- d) Which one of the following is an important source of idea generation due to their familiarity with the needs of market?
 - A. Existing products and services
 - B. Distribution channels
 - C. Federal Government
 - D. Consumers
- e) Why should an entrepreneur do a feasibility study for starting a new venture?
 - A. To identify possible sources of funds
 - B. To see if there are possible barriers to success.
 - C. To estimate the expected sales
 - D. To explore potential customers

- f) EDP is required to help:
 - A. Existing entrepreneurs
 - B. First generation entrepreneurs
 - C. Future generation
 - D. None of the above
- g) A Micro enterprise is an enterprise where investment in plant and machinery does not exceed(According to MSMED Act, 2006):
 - A. Rs 15 lakhs
 - B. Rs 20 lakhs
 - C. Rs 25 lakhs
 - D. Rs 30 lakhs
- h) Innovative small firms are more likely in:
 - A. Knowledge based sectors
 - B. Bio Technology
 - C. Automobile manufacture
 - D. Aero space manufacture
- i) For small business owners, one of the most important objectives is:
 - A. Market presence
 - B. Growth
 - C. Adaptability
 - D. Innovation
- j) The most likely problem encountered by innovative entrepreneurs in raising finance
 - A. Limited security since R&D is an intangible asset
 - B. The costs of the patenting system
 - C. The exhaustion of personal equity in R&D
 - D. Inability of potential external funds to understand technology

Q2 Answer the following questions :

(2 x 10)

- a) What do you mean by the concept of entrepreneurship?
- b) Write different steps to generate creative ideas.
- c) What is business idea?
- d) What is the nature of entrepreneurship?
- e) Write five important documents to prepare business plan.
- f) What is innovation?
- g) Define Micro, Small and Medium enterprises.
- h) Identify any three startup experiences usually faced by an entrepreneur?
- i) Can an entrepreneur be trained? Comment.
- j) What are the sources of finance for a small enterprise?

Q3 Entrepreneurship and Intrapreneurship are not mutually exclusive; these are rather dependent on each other for the development of an economy. Elucidate.

(15)

Q4 "Self employment is the best method of solving the problem of growing unemployment in the country". Do you agree? Suggest a suitable strategy for the identification and development of entrepreneurs.

(15)

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| Q5 | What are the implications of prospective entrepreneurs analyzing and evaluating the business opportunity? | (15) |
| Q6 | Write an essay on the contemporary policy of the Government of India for the development of entrepreneurship and small business. | (15) |
| Q7 | Analyze five factors an entrepreneur should take into consideration when selecting the sources of business finance for his/her business. | (15) |
| Q8 | Explain the role of various financial institutions at all India level engaged in helping SSI. | (15) |