

Roll No.

12616

MBA 2 Yr. 2nd Semester (New Scheme)

2019-20

Examination – May, 2023

ENTREPRENEURSHIP

Paper : 19IMG22D1

Time : Three Hours]

[Maximum 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 examination.

Note : Attempt five questions in all. Question No. 1 (Section – A) is compulsory. Attempt any four questions from Section – B by selecting one question from each Unit. All questions carry equal marks.

SECTION – A

1. Describe the following concepts : 2 × 8 = 16

- (a) Entrepreneurship
- (b) Venture
- (c) Job Design

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- (d) Copyright
- (e) Angel Investors
- (f) Licensing
- (g) Market Feasibility
- (h) Trade Secrets

SECTION - B
UNIT - I

2. Describe Entrepreneur. What are the traits of successful entrepreneur and analyse with the help of example. 16
3. What are the factors which impact the emergence of entrepreneurship? 16

UNIT - II

4. Describe the significance of venture capital in supporting an entrepreneur. 16
5. Write a note on importance and components of environmental aspects pertaining to business idea in entrepreneurship. 16

UNIT - III

6. Write a note on income and expenditure planning to start a new idea/business. 16

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7. Explain the strategies and plans for selection of organization type and structure for a business as entrepreneur. 16

UNIT - IV

8. What are the sources of finance for entrepreneurs? 16
9. Explain : 8 × 2 = 16
 - (a) Franchising vs. Licensing
 - (b) Patents Vs. Copyright

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