



MBA.F.III/10.122

MBA DEGREE (F.T) III SEMESTER EXAMINATION NOVEMBER 2010

SMS 2306 ENTREPRENEURIAL DEVELOPMENT

Time : 3 Hours

Maximum Marks : 50

(Each question carries TEN marks)

- I. A. What factors influence the location of an industrial unit? What is the policy of Government in this regard?
OR
B. Describe the problems of industrialization in developing countries with special reference to India.
- II. A. What is achievement motivation? Do you consider it as an essential ingredient of entrepreneurship?
OR
B. Discuss the qualities or traits of a successful entrepreneur.
- III. A. How would an entrepreneur's new venture strategy differ under each of the following marketing philosophies:
(i) production-driven (ii) sales-driven (iii) consumer-driven
OR
B. Describe each of the three financial statements that are mandatory for the financial segment of a business plan.
- IV. A. What are the four major phases in the creative process? Explain each of them.
OR
B. What do you understand by fixed capital? What are the various sources available for raising fixed capital?
- V. A. What are the contents of a project feasibility study report?
OR
B. Briefly describe the various policies and programmes of Government of India for fostering the growth of development of small scale sector in the country.
