



MBA.P.V/10.150

MBA DEGREE (P.T) V SEMESTER EXAMINATION NOVEMBER 2010

SMP 2501 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.
