

2016
MBA

MBA/BAD 4.2
ENVC

Full Marks : 70

Time : 3 Hrs

The figures in the margin indicate full marks for the questions

1. Answer any five : 1x5 =5

State whether True or false.

- (a) SIDBI is not a part of RBI.
- (b) Turnaround strategy does not help the sick company to stand once again in the market.

Fill in the blanks.

- (c) SSI plays an important role for the _____
_____development of our country (strategic / economic).
- (d) A focus strategy is also known as _____
strategy.(narrow scope /broad scope)
- (e) NEISBUD stands for_____ Institute for
Industries and Small Business Development/North East
Industries and Small Business Development.
- (f) Foreign Investment in India is governed by _____
_____(RBI/FDI).

Write very short answers

- (g) What do you mean by entrepreneurship ?
- (h) What do you mean by imitative entrepreneur ?
- (i) Write full form of SIDO and IIE ?
- (j) What is the meaning of Sick Unit ?

2. Answer any five 2 x 5 =10

- (a) What is Turnaround Strategy ?
- (b) What are the Characteristics of Entrepreneurship?
- (c) What are the advantages of market penetration strategy?
- (d) List out the basic qualities that successful entrepreneur should have.
- (e) What is equity financing?
- (f) What is project feasibility?
- (g) What do you mean by co-operative society?

3. Answer any three 5x3 =15

- (a) State the objectives of entrepreneurship Development Programme (EDP).
- (b) Explain legal issues in setting up an organisation.
- (c) Why some Business plan fails?
- (d) What are the benefits of partnership business?
- (e) Write a business letter as an employer to a placement consultancy service provider to fill up a vacancy for the post of a project Manager in a proper format.

4. Answer any five 5X8 =40

- (a) What factors present in our society could account for the differences between male and female entrepreneurs today? What changes do you foresee in this pattern 10 years down the line?
- (b) What remedial measures do you think are necessary to arrest the growing industrial sickness in India?
- (c) What do you understand by social responsibility of business? Briefly discuss about the role of an organisation towards the society, culture, religion and tradition?
- (d) Explain the various tax benefits available to Small Scale Industries (now MSMEs) in India.
- (e) Explain proprietorship, joint venture, partnership, differentiation strategy, ancillary unit and cottage industry.
- (f) Discuss the "Culture of Entrepreneurship" and its role in the economic development of a nation? What factors contribute to nurturing such a culture?
- (g) Discuss the fundamentals of a good Project Report. Explain the major components of a project Report. Cite suitable examples.
- (h) Discuss the recent and top business ideas in India.
