MBA 4th Semester Examination
June. 2014
Subject – Entrepreneurship
Subject Code – MSL 604

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1(a) Differentiate between Manager and Entrepreneur
(b) Briefly state the role of small scale industries in Indian economy.
(c) Distinguish between job description and job specification.
(d) What is meant by project report? (20)

SECTION – A

2. Identify the five competitive forces that determine industry profitability. (20)
3. Describe the purpose of competitor analysis. Why it is important to do competitor analysis (20)
4. Write short notes on (10*2)
   a) Technical Feasibility
   b) Financial Feasibility

SECTION – B

5. In your words, why is business plan important to the entrepreneur? (20)

6. What do you mean by marketing plan? Identify and Describe the Marketing Plan Process (20)

7. Explain how the rehabilitation of Sick Industries takes place. State the various ways through which sick industries can be cured. (20)