6. State the steps involved in Project Identification.

5. Discuss NSIC and SSIC.

4. Explain the role of NGOs in promoting entrepreneurship.

3. Explain the different types of innovation.

2. What are the characteristics of entrepreneurship?

1. Discuss the scope of entrepreneurship.

Answer any FIVE questions out of the following.

PART A — (6 × 6 = 30 marks)

Time: Three Hours

Maximum: 100 marks

entrepreneurship management

M.B.A (General)

Third Semester

DECEMBER 2014/January 2015
M.B.A. DEGREE EXAMINATION

MBCN 3005

(0) Explain the factors that influence the choice of location to start business.

(b) Explain the factors that influence the choice of place for establishing a beauty clinic in respective locations.

(a) What are the reasons for difference in views regarding the use of artificial beauty techniques?

Questions:

Influence the choice of location than any other place. Identify what factors might have led Devyani to succeed as a beautician in her own village rather than the use of these artificial beauty techniques. But beauty needs and they would have reluctance for
7. Write the advantage of partnership form of Business Ownership.

8. Discuss the differences between Entrepreneur and Intrapreneurs.

PART B — (5 x 10 = 50 marks)
Answer any FIVE questions out of the following.

9. Explain the concepts of Entrepreneurial Traits.

10. Describe the internal and external factors influencing of entrepreneurial environment.

11. Discuss the different schemes or promoting entrepreneurship in backward and rural areas.

12. Explain different stages in the project formulation process.

13. Explain the role of institutional agencies in promoting women entrepreneurship.


15. What are the entrepreneurial opportunities available in travel industry?

16. Explain different types of enterprises in agri-business.

PART C — (1 x 20 = 20 marks)
Compulsory.

17. Anushka and Devyani were two students studying a beautician course in a city college. They hailed from Madurai a metropolitan city and Uttangadi an upcoming village near by Madurai respectively. They became good friends during the course of their education. Anushka hailed from an upper middle class family with her parents in influential Government jobs. Devyani hailed from a lower middle class family with her parents depending on farming their livelihood. They both shared a long ambition to become successful in their life working independently.

They both were intelligent and were creative compared to others and both were intent on stalling a beauty clinic in their own respective places. Anushka was against the idea of Devyani starting her clinic in a village. She felt that people in a village will have a lesser awareness towards beauty and moreover their ability to pay was in her village a question mark. She had a strong view that villagers always depended on nature for their