

NEW

2016

M B A

4th Semester Examination

**Subject : ENTREPRENEURIAL & CORPORATE SKILL
DEVELOPMENT**

PAPER—405

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

*Candidates are required to give their answers in their
own words as far as practicable.*

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5
- (a) Discuss various types of enterprises opened by entrepreneurs.
 - (b) Explain methods of idea generation.

(Turn Over)

- (c) "For a 'start-up business' capital is important but an effective business plan is more important" — Explain.
- (d) Briefly describe market development and penetration strategies.
- (e) "Motivated by 'Make-in-India' policy of the Government of India, Boeing has formed an Indian J.V. to produce heavy-lift helicopters" — Discuss the importance of this type of joint ventures to enhance industrialisation in India.
- (f) What is an Intellectual Property Right (IPR) ? Can IPR help small size firms to grow into a large size firm ?
- (g) Distinguish between Written and Verbal modes of Communication in respect to business organisation.
- (h) What do you mean by body language ? Explain its importance in business communication. 2+3
- (i) Why personality Development is considered important in management profession ? Mention important dimensions of managerial personality.
- (j) What is joint venture ? Explain differential types of joint venture with example. 2+3

- (k) 'Merger & Acquisition fill different types of growth gaps' — Discuss with example. 5
- (l) SWOT analysis is the general tool on opportunity selection — Examine above statement critically. 5

2. Answer any *four* questions : 4×10

- (a) What do you mean by intrapreneurship? Distinguish between intrapreneur and entrepreneur. Identify the barriers of intrapreneurship development in large corporations. 2+3+5
- (b) Design Total Business Plan, taking any business of your choice in Indian Context. 10
- (c) What information should be provided while formulating business plan? 10
- (d) What is debt-equity ratio? Explain the factors that determine debt-equity ratio of an enterprise. Examine the actual State of venture capital in India. 2+3+5
- (e) What do you understand by diversification strategy? Why diversification strategy is adopted by a business firm? Discuss different types of diversification with example. 2+3+5

- (f) Write short note on : Marketing Plan for any company
in the FMCG sector. 10

[Internal Assessment : 20 Marks]
