

MBA 3rd Semester Examination, 2022

ENTREPRENEURSHIP DEVELOPMENT

PAPER – MBA-303

Full Marks : 100

Time : 3 hours

The figures in the right hand margin indicate marks

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

- A. Answer any *eight* questions from the following : 5 × 8
1. What do you mean by 'entrepreneurship' ?
 2. Distinguish between 'intrapeneur' and 'entrepreneur'.
 3. State the notable features of entrepreneurship.

4. Discuss the role of incubator to promote entrepreneurship.
5. Explain the term 'proposition statement' with a suitable example.
6. Write about the concept of 'Creativity' in respect of entrepreneurship development.
7. Write down the basic symptoms of corporate sickness.
8. Describe the various steps in developing a market development strategy ?
9. What are the internal reasons behind corporate failure ?
10. Briefly explain the various roles performed by financial institutions in any country's economy.
11. What are the major reasons for implementing a diversification strategy ?

12. Calculate the BEP in units and in rupees from the following information :

		Rs.
Estimated Sales (1,00,000 units)		20,00,000
Less. Variable Cost	12,00,000	
Fixed Cost	4,00,000	16,00,000
Profit		<u>4,00,000</u>

B. Answer any *four* questions from the following : 10 × 4

13. Discuss, in detail, the significance of Entrepreneurs in India.

14. State the factors that provide motivation to an entrepreneur.

15. Give an overview of the structure and contents of a business plan.

16. What is product development strategy ? Discuss in detail the different types of product development strategies. 2 + 8

17. What is HR and Marketing Plan ? Discuss the need or importance of HR planning. 2 + 2 + 6
18. (i) What is corporate financial sickness ?
- (ii) From the following balance sheet of a large manufacturing company and other information determine Z score as proposed by Altman and also comment on the financial health of the company.

Balance Sheet

Liability	Amount (Cr.)
Equity Share Capital @ ₹ 10	2
Reserve & Surplus	8
Secured Loan	2
Creditors	1
Total	13
Assets	
Fixed Asset	9
Current Asset	4
Total	13

Other Information :

(a) Sales : ₹ 5cr.

(b) Earnings Before Interest & Tax : 30%
of sales :

(c) Market value of each equity share : ₹ 46
3 + 7

[*Internal Assessment* – 20 Marks]
