

beauty needs and they would have reluctance for the use of these artificial beauty techniques. But Devyani was strong in her view that she will succeed as a beautician in her own village rather than any other place. Identify what factors might influence the choice of location.

Questions :

- (a) What are the reasons for difference in views on establishing beauty clinic in respective places?
- (b) Explain the factors that influence the choice of location to start business.

MBGN 3005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester

M.B.A. (General)

ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Discuss the scope of Entrepreneurship Development.
2. What are the Characteristics of Entrepreneur?
3. Explain the different types of innovation.
4. Explain the role of NGOs in promoting entrepreneurship.
5. Discuss NSIC and SSIDC.
6. State the steps involved in Project Identification.

7. Write the advantage of partnership form of Business Ownership.

8. Discuss the differences between Entrepreneur and Intrapreneurs.

PART B — (5 × 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.
14. Write detail note on MSME Act 2006 and its classification.
15. What are the entrepreneurial opportunities available in travel industry?
16. Explain different types of enterprises in agri-business.

PART C — (1 × 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