

S.No. 8007

24DPBAED01

(For the candidates admitted from 2024-2025 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2025.

First Semester

ENTREPRENEURSHIP DEVELOPMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. Define the term entrepreneur.
2. What is MSME?
3. What is innovation?
4. What is imitation?
5. What do you mean by creating entrepreneurial venture?
6. Relate the term Technical feasibility.
7. Give the concept of Business plan.
8. Extend your views on E-commerce start-ups.
9. What do you understand by Enterprise Governance?
10. Rephrase the term Enterprise systems.

PART B — (3 × 5 = 15 marks)

Answer any THREE questions

11. What are the characteristics of successful entrepreneurs?
12. Give the Critical evaluation of innovation theory.
13. Examine the Technical Feasibility of products and services.
14. List the Guidelines for preparing a Business plan.
15. Identify entrepreneurial start up process.

PART C — (5 × 8 = 40 marks)

Answer ALL questions

16. (a) Differentiate between Entrepreneur and Interpreter.

Or

- (b) Explain the historical development of entrepreneurial growth in India.

17. (a) Identify the Types of Innovation.

Or

- (b) Discuss the main challenges of innovation.

18. (a) Discuss in detail about the opportunities available for Entrepreneurs in India.

Or

- (b) Discuss the sources of New Ideas for products and services.

19. (a) What are the various strategies to be used for Marketing of start-ups?

Or

- (b) Explain the need and importance of business plan.

20. (a) Explain the characteristics of family Enterprises.

Or

- (b) Identify the challenges in Family enterprise.
