

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

December, 2013

**MCN-054 : ENTREPRENEURSHIP & SMALL
BUSINESS MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Critically examine the factors influencing entrepreneurial growth in MSME sector. 20
2. (a) What are the characteristics of an entrepreneur ? 10+10
(b) How does demographic variable affect entrepreneurial growth ?
3. What is the importance of DPR in business ? 20
Explain its contents. Prepare a proforma of project report.
4. (a) Explain how 'solving a problem' can create a business opportunity. Provide an example to support your answer. 12
(b) How does creativity contribute to the opportunity recognition process ? 8

5. (a) Explain why cash flow management, price stability and quality control are important issues for a firm that is entering a period of rapid growth. 15
- (b) Why is it important for a firm to have growth-oriented vision ? 5
6. What are the steps involved in purchasing a franchise ? What are the rules of thumb for determining whether franchising is a good choice for a particular business ? 20
7. Explain family business management. What is the importance of succession planning in family business ? Give suitable examples. 20
8. Write short notes on : 4x5=20
- (a) Promotional planning
 - (b) Location plan
 - (c) Buy out
 - (d) Risk management
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