

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 100

*Note : (1) Attempt any five questions.
(2) All question carry equal marks.*

1. Examine the factors influencing Entrepreneurial growth in the Indian SME sector. **20**

2. “Entrepreneurial new ventures require specific skill sets to succeed.” Do you agree with this statement? Give reasons to support your answer. **20**

3. What is a Business Plan? Explain its role in setting up a new venture. Also discuss its components. **20**

4. What are the common business crisis that every entrepreneur faces after setting up a new venture? **20**
5. (a) How would you manage growth of a business venture? Discuss. **10+10**
- (b) Examine the suitability of small enterprises to the Indian economy.
6. Risk is pervasive in business” comment upon the statement. Discuss various types of risks associated with businesses. **20**
7. Discuss the various sources and collection of credit information of entrepreneurs. **20**

8. Write short notes on the following:

4x5

- (a) Promotional Planning
- (b) Customer relationship management
- (c) Harvest plan
- (d) Franchise

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