

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019**Sixth Semester**

B.A. Corporate Economics

Core – ENTREPRENEURSHIP DEVELOPMENT AND
STRATEGIC MANAGEMENT – II

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A (Very Short Answer)*Answer all questions.**Each question carries 1 mark.*

1. Frugal innovation.
2. Working capital.
3. Cash flow statement.
4. Margin of safety.
5. Strategic decisions.
6. Strategy selection.
7. PEST analysis.
8. Horizontal combination.
9. Franchise.
10. Cartels.

(10 × 1 = 10)

Part B (Short Answers)*Answer any eight questions.**Each question carries 2 marks.*

11. What do you mean by entrepreneurial competencies ?
12. Define business plan.
13. State any four objectives of EDP ?
14. Explain the meaning of Pre-investment stage of project life cycle.
15. What is a sectoral project.
16. What are the advantages of payback period.
17. Distinguish between amalgamation and mergers.

Turn over

18. List any four factors which will consider under technical feasibility analysis ?
19. What is meant by partnership organisation ?
20. What do you mean by forward integration ?
21. Why synergy is important ?
22. State any four reasons of mergers.

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Explain the role of entrepreneurship in economic development.
24. What are the steps to write a project report ?
25. Explain in detail the concept of break-even analysis and its importance for an enterprise.
26. Discuss the issues to be considered by an entrepreneur before selecting the form of organisation.
27. How do you develop a product strategy ?
28. What are the promotional strategies in marketing ? What are the different types of promotion ?
29. Discuss in detail the general characteristics features of Indian industries in 21st century.
30. Discuss the different types of mergers and acquisitions strategies.
31. What is SWOT analysis and why is it important.

(6 × 4 = 24)

Part D (Long Essays)

Answer any two questions.

Each question carries 15 marks.

32. What is meant by organisational appraisal ? What are the factors that affect organisational appraisal ?
33. Under what conditions are firms motivated to adopt integration strategies ?
34. Discuss in detail the factors that affect entrepreneurship growth in India.
35. Enumerate the major issues in strategic decision making.

(2 × 15 = 30)