

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018**Fifth Semester**

B.A. Corporate Economics

Core—ENTREPRENEURSHIP DEVELOPMENT AND STRATEGIC MANAGEMENT

Time : Three Hours

Maximum Marks : 80

Part A (Definition Type Questions)*Answer all the questions in one sentence each.**Each question carries 1 mark.*

Define the following :

1. Entrepreneur.
2. Innovation.
3. SIDBI.
4. Corporate strategy.
5. Project Formulation.
6. Cluster.
7. Network Analysis.
8. Project.
9. Ministry of MSME.
10. Vision.

(10 × 1 = 10)

Part B*Answer any eight of the following questions in a paragraph each.**(Not exceeding 100 words)**Each question carries 2 marks.*

11. Motivation.
12. Project Appraisal.
13. Small Scale Industry.
14. TQM.
15. PERT.

Turn over

16. Legal feasibility.
17. Sub-contracting.
18. Quality Circle.
19. Small Scale Industry.
20. Entrepreneurship Development.
21. Business environment.
22. Project Planning.

(8 × 2 = 16)

Part C (Short Essays)

*Answer any six of the following questions in one and a half pages each.
(Not exceeding 150 words).
Each question carries 4 marks.*

23. Discuss the different types of Entrepreneurs.
24. What are the functions of an entrepreneur ?
25. What are the problems faced by Women Entrepreneurs ?
26. Discuss the role of entrepreneurs in economic development.
27. Discuss the role played by SIDBI in developing entrepreneurship.
28. What are the obstacles to the development of Entrepreneurship in India ?
29. Discuss the objectives of Entrepreneurship Development Programme.
30. Discuss the concept of marketing feasibility.
31. What role does NGOs play to encourage Rural Entrepreneurship ?

(6 × 4 = 24)

Part D (Long Essays)

*Answer any two of the following questions. (Not exceeding four pages each).
Each question carries 15 marks.*

32. What are the characteristics of entrepreneurship ? Discuss the Economic and Social benefits of entrepreneurship.
33. Elaborate the innovation theory proposed by Schumpeter.
34. Write an essay on agencies involved in EDP and Training in India, highlighting their respective roles.
35. Discuss the different types of Rural Entrepreneurs. What are the problems faced by them ?

(2 × 15 = 30)