



QP CODE: 20100711

Reg No : .....

Name : .....

**BA DEGREE (CBCS) EXAMINATION, MARCH 2020**

**Sixth Semester**

B.A Corporate Economics Model III

**Core Course - EC6CRT05 - ENTREPRENEURSHIP DEVELOPMENT AND STRATEGIC  
MANAGEMENT**

2017 Admission Onwards

B92A5698

Time: 3 Hours

Marks: 80

**Part A**

*Answer any **ten** questions.*

*Each question carries 2 marks.*

1. Differentiate between professional entrepreneur and high tech entrepreneur
2. Why do you think entrepreneurial traits are important to an entrepreneur?
3. Define woman entrepreneurship?
4. Define KVIC
5. What is the difference between an entrepreneur and manager?
6. What are District Industries Centre?
7. What do you mean by entrepreneur development programs?
8. Mention the various sources of business ideas.
9. Define focus group method.
10. What do you mean by technical feasibility?
11. What do you mean by internal corporate analysis?
12. Explain the term competitive advantage.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries 5 marks.*



13. What are the important functions of an entrepreneur according to Schumpeter?
14. Discuss the measures taken by Kerala government in the development of entrepreneurs.
15. What are the problems faced by woman entrepreneurs?
16. Discuss the need and significance of women entrepreneurship
17. What is the role played by IFCI in supporting entrepreneurs?
18. Explain the different types of feasibility analysis.
19. Write a note on technical, locational and financial feasibility.
20. Differentiate between corporate level and business level strategy.
21. Discuss the limitations of strategic management process

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Comment on the major traits of an entrepreneur.
23. Discuss the growth of women entrepreneurs in India.
24. Examine the role played by PIPDIC and TIIC in entrepreneurship development.
25. What is the need for developing mission and vision statements and discuss its importance.

(2×15=30)

