

(4)

- (b) Discuss the different stages of venture capital. 5

Unit-IV

8. Entrepreneur is faced with various legal issues in course of establishing business. Discuss the same in light of new Venture Planning. 10
9. Discuss few ways through which a firm can build and sustain competitive advantage. 10

A-27

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Roll No. _____

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M.B.A. (C.M.) (Semester-II)

Examination, 2015

Entrepreneurship and New Welfare

Planning

(CM-022)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1 is compulsory. In addition attempt one question from each of the four units.

1. Answer the following: 3 × 10 = 30
- (a) How Intellectual property can be protected?
- (b) Explain Harvesting strategies.
- (c) What is the significance of a proper financial projection?

(2)

- (d) What are the elements of a project report?
- (e) What is SWOT analysis?
- (f) Differentiate between Acquisition and joint venture.
- (g) What is entrepreneurship?
- (h) Explain the advantages of ERP.
- (i) What is entrepreneurial Development Programme?
- (j) What are the types of Entrepreneurial Organizations.

Unit-I

- 2. (a) What are the various entrepreneurial roles? Also discuss the personality traits of an entrepreneur. 15
- (b) Define entrepreneurship. What are the conditions which define the survival and success of an entrepreneur? 5

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(3)

- 3. "The characteristics of an entrepreneur that contribute to success are the result of his achievement motivation." Discuss. 10

Unit-II

- 4. Illustrate the New Product Development Process. 10
- 5. (a) Elaborate on the various entry strategies available for an entrepreneur. 5
- (b) What is franchising? Explain advantages and disadvantages of franchising. 5

Unit-III

- 6. Discuss the various sources from which an entrepreneur can raise funds for small scale units. Also explain how these sources are different from the finance requirements of large scale industries. 10
- 7. (a) Differentiate between modern and contemporary marketing strategies. 5

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P.T.O.