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DMI-ST.EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022

SEM: IV 551/552MG45 ENTREPRENEURSHIP DEVELOPMENT

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) Discuss five reasons why entrepreneurial development is important (4 Marks)
b) Explain the key characteristics of successful entrepreneurs. Can these characteristics be taught? (8 Marks)
c) Discuss the reasons why management graduates, are more likely to succeed in entrepreneurship.(4 Marks)
d) What distinguishes a manager from an entrepreneur? (4 Marks)
2. a) Discuss the factors that influence the location of a business industry. (4 Marks)
b) Discuss the advantages of a partnership over a sole proprietorship business. (8 Marks)
c) Discuss the advantages and disadvantages of a limited liability partnership. (8 Marks)
3. a) Is business success dependent on finances only? Explain (4 Marks)
b) Discuss the factors to consider when assessing the business viability of a market. (8 Marks)
c) Discuss the steps involved in setting up a business venture. (8 Marks)
4. a) Discuss the human resource aspects of starting a business? (4 Marks)
b) Explain whether one needs finances before starting a business. (6 Marks)
c) Discuss the advantages and disadvantages of a business plan. (6 Marks)
d) Who should actually prepare the business plan? (4 Marks)
5. a) Explain how the concept of franchising works? (4 Marks)
b) Discuss the advantages and disadvantages of a franchise. (8 Marks)
c) What are the pathways to new ventures for entrepreneurs? (6 Marks)
d) Innovation is vital for success in business, like in any other field – comment. (2 Marks)
6. a) Who is a sole proprietor and what are the advantages of this type of business? (8 Marks)
b) Discuss the difference between a partnership and a cooperative society. (8 Marks)
c) Discuss two types of cooperatives and their role in economic development. (4 Marks)

7. a) Why do many small businesses fail? (4 Marks)

b) How can the government contribute to entrepreneurial development? (6 Marks)

c) Explain how entrepreneurship sustains and contribute to economic development?
(6 Marks)

d) What is intrapreneurship? (4 Marks)