

NEW

2017

M B A

4th Semester Examination

**Subject : ENTREPRENEURIAL & CORPORATE SKILL
DEVELOPMENT**

PAPER—405

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

*Candidates are required to give their answers in their
own words as far as practicable.*

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5

(a) What do you mean by entrepreneurship ? Mention with
example the characteristic of successful entrepreneur.

2+3

- (b) What do you mean by Integrated Communication? 5
- (c) Classify various types of entrepreneur in India. 5
- (d) Entrepreneur plays major role in the process of industrial and economic development of a country.- Discuss. 5
- (e) Design entry strategy for a newly set up organization. 5
- (f) Explain various forms of intellectual property with its importance to entrepreneurs. 5
- (g) Highlight the difference between Operating and Capital budgets. 5
- (h) What is capital budget? Mention the importance of Break-even-analysis to new entrepreneur. 2+3
- (i) Mention various sources of finance available to Indian entrepreneurs. 5
- (j) What is venture capital? Discuss the guidelines for venture capital issued by the Govt. of India in 1988. 5
- (k) Write a short note on corporate etiquette. 5

- (1) What do you mean by body language? Examine the components of body language. 2+3

2. Answer any four questions : 4×10

- (a) Design a business plan by taking any business of your choice in the context of rural India. 10
- (b) Define Marketing Mix and Explain the same with a suitable example. 10
- (c) Explain joint venture with example. Many Indian companies have taken merger and acquisition strategy for growth.- Examine with example. Mention disadvantages of merger and acquisition. 2+4+4
- (d) What is Stress interview? What type of behaviour should be shown in this interview? Examine the dress code to be maintained in corporate world. 2+4+4
- (e) What are the motives to Indian entrepreneur for taking international strategy? Discuss various types of International Strategy with example. Explain different types of entry modes for international operation. 2+4+4

- (f) What do you mean by technical skill? What are the usages of human skill in business organization. Why conceptual skill is considered most important for managers? 2+4+4

[Internal Assessment : 20 Marks]
