

**2018**

**MBA**

**4th Semester Examination**

**ENTREPRENEURIAL &  
CORPORATE SKILL DEVELOPMENT**

**PAPER—405**

**Subject Code—09**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the 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) Distinguish between Intrapreneur and entrepreneur.
- (b) Discuss the similarities and dissimilarities between manager and entrepreneur.

*(Turn Over)*

- (c) Mention various methods of idea generation.
- (d) Discuss the process of opportunity selection.
- (e) Discuss the strategies for growth available to the entrepreneur.
- (f) What is the motivation for going global to entrepreneur ?
- (g) What is siness interview ? What type of behaviour should be shown in this interview ? 2+3
- (h) Write a short note on dress code in corporate world.
- (i) Discuss differenttypes of managerial skill with example.
- (j) What are the characteristics of successful entrepreneur ?
- (k) Classify various types of entrepreneurship.
- (l) Mention various sources of finance available to Indian entrepreneur.

2. Answer any *four* questions : 4×10

- (a) What do you mean by corporate etiquette ? What type of etiquette should be followed in corporate ? 2+8
- (b) What is diversification ? Why diversification strategy is adopted ? Mention different types of diversification.

2+3+5

- (c) What is patent ? What are the different types of patent ?  
Discuss the process for getting patent. 2+4+4
- (d) What is venture capital ? Mention the features of venture capital in India. What is the actual state of venture capital. 2+4+4
- (e) What are the components of the marketing plan for a start-up business ? Discuss how market segmentation can help in promoting the start-up business.
- (f) Discuss the organization's structure generally required for a business organization. What are the roles of the Board of Directors ?

**[ Internal Assessment : 20 ]**

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