

2019

MBA

4th Semester Examination

**ENTREPRENEURIAL & CORPORATE SKILL
DEVELOPMENT**

PAPER - MBA405

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.

(Turn Over)

Group-A

Answer any **EIGHT** questions from the following: 5x8

1. What do you mean by entrepreneurship?
2. Who is entrepreneur ?
3. What do you mean by copreneur?
4. Explain the term 'flow' in entrepreneurship .
5. Explain the term 'bird in hand' principle.
6. Explain crazy quiet principle.
7. Distinguish between creativity and innovation.
8. What is affordable loss ?
9. What is drone entrepreneurs .
10. What do you mean by lean canvas ?
11. What is functional skill as required in management?
12. Define body language.

Group-B

Answer any **FOUR** questions from the following : 4x10

13. Prepare a lean canvas of a product.
14. 'Communication is an art' – Enumerate the statement.
15. Distinguish between entrepreneur and manager.
16. Discuss break even chart with diagram.
17. State the essential features of an entrepreneur.
18. Describe the steps preparing marketing mix.

[Internal Assessment: 20]