

CLASS: M.A. H.R.M

15A/306

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 3 Hrs.

MAXIMUM MARKS: 100

SEM	SET	PAPER CODE	TITLE OF THE PAPER
IV	2013	12PHR4203B	CORE ELECTIVE III: ENTREPRENEURSHIP DEVELOPMENT

SECTION – A

Answer all the questions: (about 50 words each)

10 x 2 = 20

1. Define the term Entrepreneur.
2. Define Entrepreneurial culture.
3. What is heuristics?
4. Explain synectics.
5. Define business plan.
6. What is project report?
7. Mention the main functions performed by SIDO.
8. Mention the main functions of IDBI.
9. Define family business.
10. What do you mean by succession in family business?

SECTION – B

Answer all the questions: (about 150 words each)

5 x 4 = 20

11. a. Explain the different functions of an Entrepreneur.

OR

- b. Explain the different types of Entrepreneur.
12. a. Explain the different sources of new ideas.

OR

- b. What is value analysis? What are the benefits of value analysis?
13. a. Explain the various steps involved in developing a business plan.

OR

- b. What should be the method to prepare a marketing plan for establishing a new venture?
14. a. Discuss the latest industrial policy of Government of India.

OR

- b. What are the functions of Small Industries Development Bank of India (SIDBI)?
15. a. What are the rights and responsibilities of the share holders of a family business?

OR

- b. Explain the various pitfalls of the family business.

SECTION – C

**Answer any FOUR questions: (about 500 words each) 4 x 15 = 60
(Question -20 compulsory)**

16. Explain the various stages of Entrepreneurial process.
17. What is innovation? Give reasons for innovation. How to innovate and who innovates?
18. Explain the essential components of a project report.
19. Explain the importance of family business? Suggest strategies to improve the capability of family business.

20. **Case study:**

Mrs. Joshi was told that a 15ft ×10ft shop was available in the basement of a commercial complex. She was waiting for such an opportunity as she wanted to start her own business and become an entrepreneur. Her husband worked in a good company and her daughter was studying Travel and Tourism Management. Mrs. Joshi was an expert in cooking and many times received praises for her culinary skills. As the opportunity came her way, she thought of starting her own business. She wanted to involve her daughter too.

She had some choices

- To start a small travel agency
- To start a small snack bar
- To start a gift shop

As the shop available in a commercial area there would be no scarcity of customers for any of the above business.

Questions:

1. Which one of the above 3 should Mrs.Joshi opt for – Why?
2. What kind of office equipments required to start the business?
3. What kind of marketing techniques should she use?
4. Give suggestions as to what will be the Risk factors for any business she starts.
5. Which qualities of an entrepreneur do you think Mrs.Joshi should possess?
