

DKM COLLEGE FOR WOMEN (AUTONOMOUS)-VELLORE-1.

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK - EVEN SEMESTER 2018

ENTREPRENEURIAL MANAGEMENT

CLASS: III ISM

SECTION-A

2 MARKS

1. Define Entrepreneur ?
2. State the types of authors point of view about entrepreneur?
3. State the classification of entrepreneur?
4. State the entrepreneurial scene in India?
5. Who is a adoptive entrepreneur?
6. What is promotional role?
7. What is Regulatory role?
8. What is Supportive role?
9. Expand : EDP, TIIC, SIDBI, PIPDIC
10. Who is women entrepreneur?
11. State the sources of business idea?
12. What is technical source ?
13. What is market source?
14. State the sources of business identification opportunity?
15. What is the meaning project appraisal?
16. What is pay back period?
17. What is return on investment ?
18. What is discounted cash flow?
19. What is internal rate of return?
20. What is net present value?
21. What is profitability index?
22. What is CPM?
23. What is pert?
24. Expand pert and cpm?
25. What is project report?
26. Define Franchising?
27. Who is a franchiser ?
28. Who is master franchiser?
29. State the types of franchiser ?

30. What is acquisition?
31. What is a product?
32. Who is a customer?
33. What is positioning ?
34. What is branding?
35. What is packaging?
36. What is price?
37. What is price skimming?
38. What is transfer pricing?
39. What is distribution channel?
40. State the types of distribution channels?
41. State the promotional mix?
42. What is advertising?
43. What is sales promotion?
44. What is public relation and publicity?
45. What is direct marketing?
46. What is personal selling?

SECTION B & C

5 / 10 MARKS

1. Explain profitability appraisal methods?
2. Explain steps involved in pert?
3. Explain the features of critical path?
4. Differentiate between pert and cpm?
5. Explain the project report table of contents?
6. Explain the guidelines for project preparation?
7. Explain the authors point of view of entrepreneurship?
8. Explain the classification of entrepreneurs?
9. Enumerate Past scenario, current and future scene entrepreneurial growth in India?
10. Explain the role played by government and non-government agencies?
11. State the functions of TIIC, SIDBI?
12. State the concept of EDP, PIPDIC?
13. Explain the problems of women entrepreneurs?
14. Explain the prospectus of women entrepreneur?
15. Explain the business idea form market source?

16. Explain the internal and external source of identification of business opportunity?
17. Explain the advantages of franchising ?
18. Explain the successful franchising?
19. Explain the precautions of franchising?
20. Explain the types of franchising ?
21. Explain the concept of acquisition?
22. Explain the different methods of product positioning?
23. Explain the concept of marketing?
24. What is concept of branding and packaging ?
25. Explain the pricing objectives ?
26. Explain the pricing methods?
27. Explain price discrimination ?
28. Explain the functions of members of the distribution channel?
29. Explain the selection of a channel depends on the various factors?
30. Explain the objectives of advertising ?
31. Explain the concept of personal selling?
32. Explain the methods of direct marketing?