

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

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK EVEN SEMESTER 2018

CLASS: II MA HRM

ENTREPRENEURIAL MANAGEMENT

SECTION-A & B 6/15 MARKS

1. Explain the authors point of view of entrepreneurship?
2. Explain the classification of entrepreneurs?
3. Enumerate Past scenario, current and future scene entrepreneurial growth in India
4. Explain the characteristics of an entrepreneur?
5. Explain the factors influencing entrepreneurship?
6. Explain the role played by government and non-government agencies?
7. State the functions of TIIC, SIDBI?
8. State the concept of EDP, PIPDIC?
9. Explain SIPCOT ?
10. Explain the concept SSI ?
11. Explain: NIESBUD, SIDC, ICICI ?
12. Explain: TIIC, SIETI, SIDO, KVIC ?
13. Explain : IFCI, NISIET, ITCOT ?
14. Explain DIC. SIDBI?
15. Explain the problems of women entrepreneurs?
16. Explain the prospectus of women entrepreneur?
17. Explain the problems and development of rural entrepreneur?
18. What are the business opportunities for women entrepreneurs ?
19. Explain the term Industrial Sickness ?
20. Explain the concept of export entrepreneurs
21. Explain the various sources of Business identification opportunities ?
22. Explain the business idea generation techniques ?
23. Explain the business idea form market source?
24. Explain the internal and external source of identification of business opportunity?
25. Explain in detail marketing feasibility ?
26. Explain the financial feasibility?

27. Explain the legal, economic, technical feasibility ?
28. Explain in detail managerial feasibility ?
29. Explain the table of content of Project report ?
30. Difference between Pert and CPM?
31. Explain in detail classification of project?
32. Explain the steps of pert ?
33. Explain the guidelines provided by TIIC ?
34. Explain the guidelines for project profiles for medium, large scale ,
manufacturing and service industries ?
35. Explain in detail profitability appraisal methods ?
36. Explain the term project appraisal ?
37. Explain the advantages of franchising ?
38. Explain the successful franchising?
39. Explain the precautions of franchising?
40. Explain the types of franchising ?
41. Explain the concept of acquisition?
42. Explain the different methods of product positioning?
43. Explain the concept of marketing?
44. What is concept of branding and packaging ?
45. Explain the pricing objectives ?
46. Explain the pricing methods?
47. Explain price discrimination ?
48. Explain the functions of members of the distribution channel?
49. Explain the selection of a channel depends on the various factors?
50. Explain the objectives of advertising ?
51. Explain the concept of personal selling?
52. Explain the methods of direct marketing?
53. Enumerate successful entrepreneurs and their ventures ?