

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS

APRIL – 2018

15CIS6D

ELECTIVE IV: ENTREPRENEURIAL MANAGEMENT

Time : 3 Hrs

Max. Marks : 75

SECTION-A (10 x 2 = 20)

Answer ALL the questions.

1. Give the meaning of Entrepreneur.
2. State the meaning of Entrepreneurship.
3. State the main purpose of TIIC.
4. What is SIDBI?
5. Give the meaning of generation of Idea.
6. What do you mean by opportunity analysis?
7. Write notes on the term project Report.
8. What is project appraisal?
9. What is Franchising?
10. What do you mean by feasibility study?

SECTION-B (5 x 5 = 25)

Answer any FIVE of the following questions.

11. Discuss an Entrepreneurial scene in India.
12. State the qualities of an Entrepreneur.
13. Describe the objectives of EDP.
14. Describe briefly the functions of SIDBI.
15. Explain the contents followed in a business plan.
16. List out contents of project report.
17. Describe briefly how can you generate business Idea techniques.
18. Elaborate the various pricing strategies method of an entrepreneur.

SECTION-C (3 x 10 = 30)

Answer ALL the questions.

19. (a) Elaborate the classification of the Entrepreneurs.

(Or)

- (b) Explain the various functions performed by the PIPDIC.

20. (a) Discuss the problems of Women Entrepreneurs in India.

(Or)

- (b) Briefly explain the various steps involved in project formulation.

21. (a) Elaborate the various promotional strategies adopted by the Indian Entrepreneurs.

(Or)

- (b) List down the advantages and disadvantages of franchising.

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