

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
APRIL – 2019 **15CPHR4C**
ENTREPRENEURSHIP AND MANAGEMENT IN SMALL BUSINESS

Time : 3 Hours

Max. Marks: 75

SECTION – A (5 x 6 = 30)

Answer ALL the questions.

1. (a) Define entrepreneurship and explain its main characteristics.
(Or)
(b) Discuss the factors that motivate people to become an entrepreneur.
2. (a) What are the problems faced by women entrepreneurs?
(Or)
(b) Explain various schemes to promote rural entrepreneur in India.
3. (a) Explain the steps involved in business idea generation process.
(Or)
(b) Discuss the Factors that determines an entrepreneur to enter in to new market.
4. (a) What do you understand by project appraisal?
(Or)
(b) State the merits and demerits of payback period method.
5. (a) Explain different methods to start an enterprise.
(Or)
(b) Distinguish between franchising and acquisition.

SECTION – B (3 x 15 = 45)

Answer any THREE of the following questions.

6. Explain the qualities of a successful entrepreneur.
7. Explain the role played by government and non government agencies in entrepreneurial development.
8. Discuss various feasibility studies required to start up a new business.
9. Explain various project Appraisal methods in detail.
10. Explain the strategies to be adapted to become a successful entrepreneur.

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