

Reg. No. : .....

**D 1621**

**Q.P. Code : [07 DMB - E 78]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Entrepreneurship**

**ENTREPRENEURIAL FINANCE**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the various phases of capital budgeting.
2. What do you mean by risk analysis? Discuss the various risks.
3. Discuss the role of NBFC's in India.
4. What are the various sources of working capital? Explain.
5. What is receivables management? Explain its importances.

6. Define hire purchase. How is hire purchase proposals evaluated? Explain.
  7. Discuss the origin and importance of venture capital in India.
  8. Discuss the general consideration involved in preparing the financial plan.
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Reg. No. : .....

D 1622

Q.P. Code : [07 DMB-E 79]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Entrepreneurship

ENTREPRENEURSHIP DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the similarities and differences between entrepreneur and intrapreneur?
2. Discuss the importance of entrepreneurship development in India.
3. What do you mean by entrepreneurial change and what are the factors influencing it?
4. Discuss the steps in starting a small industry.

5. Discuss the role of consultancy organisations in promoting entrepreneurs in India.
  6. Discuss the international opportunities available for our Indian Entrepreneurs.
  7. Discuss the issues involved in the launch and expansion of new ventures.
  8. Discuss the role of government in promoting entrepreneurship in India.
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Reg. No. : .....

**D 1623**

**Q.P. Code : [07 DMB-E 80]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Entrepreneurship**

**PROJECT MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Define project management. Discuss project life cycle.
2. Discuss the roles and responsibilities of project manager.
3. Discuss the process of project planning.
4. Write short note on :
  - (a) Critical path analysis
  - (b) Programme evaluation and review techniques.

5. Discuss the various stages of project implementation.
  6. What do you mean by project financing? Discuss the role of banks in project financing.
  7. What are the issue and factors influencing managing and designing project reports?
  8. Discuss the demand forecasting techniques.
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Reg. No. : .....

**D 1624**

**Q.P. Code : [07 DMB –E 81]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Entrepreneurship**

**INFORMATION TECHNOLOGY AND E-COMMERCE**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

1. Draw a block diagram of a computer. Explain the input, output devices in detail.
2. What is mail merge? What are its advantages. List out the steps involved in mail merge.
3. What are the steps involved in creating tables and charts in Ms Excel?
4. What is a macro? Mention the ways to create a macro and the steps involved in recording a macro in MS Excel.

5. Explain the features of windows XP in detail.
  6. Discuss the importance of security protection and recovery in cyber space. What are the tools for e-security?
  7. Discuss in detail the electronic payment technology and elaborate an electronic payment medias.
  8. Explain briefly the history of electronic commerce and the types of electronic commerce.
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Reg. No. : .....

**D 1625**

**Q.P. Code : [07 DMB – E 82]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Entrepreneurship**

**TECHNOLOGY INNOVATION AND SUSTAINABLE  
ENTERPRISE**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

1. What do you mean by innovation? Discuss the objective and need for innovation.
2. Discuss various knowledge management approaches.
3. Discuss the procedure and practices involved in technology transfer and joint venture.
4. Discuss the major problems in technology transfer collaboration agreements.

5. Discuss the benefits of web marketing what are the various myths and facts in web marketing?
  6. Discuss the do's and don'ts on web.
  7. What do you mean by web advertising? Explain various issues involved in web advertising.
  8. Discuss the uses and application of enterprises resource planning.
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Reg. No. : .....

**D 1626**

**Q.P. Code : [07 DMB –E 83]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Entrepreneurship

**BUSINESS PLAN AND ETHICS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you mean by business plan? Discuss the basic parameters involved in a business plan.
2. Define capital management. What are the issues involved in successful capital management.
3. Discuss the stages in market research.
4. What are the steps involved in marketing plan and sales strategy?

5. What do you mean by Industry Analysis? Why is it important?
  6. Define business ethics. Explain its importance and benefits.
  7. What do you mean by ethical decision making. Discuss its process.
  8. Write a brief note on corporate governance. Discuss the various factors influencing corporate governance.
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Reg. No. : .....

**D 1627**

**Q.P. Code : [07 DMB-E 84]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Entrepreneurship**

**MANAGING DIVERSITY**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Define Business. Discuss the social responsibility of business.
2. Discuss cultural theories in detail.
3. Define culture. Discuss the influence of culture workplace.
4. Define globalization. Discuss the significance of globalisation in various business activities.

5. What are strategic changes? Discuss the different types of changes bring out its advantages and drawback.
  6. Discuss the various strategic responses to changing environment.
  7. Briefly discuss about Industrial Developmental Regulation Act (IDRA).
  8. Discuss the role of political environment and political uncertainty on business.
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