

Reg. No. :

D 2606

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

(For the candidates admitted from 2007 onwards)

M.B.A DEGREE EXAMINATION, MAY 2014

Second Year

Entrepreneurship

ENTREPRENEURIAL FINANCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE question.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the phases of capital budgeting.
2. Describe the various long term sources of finance.
3. Explain the short term sources of finance.
4. Outline the importance of venture capital in India.
5. How will you evaluate hire purchase proposals?
6. Explain the concept of parameters of borrowing capacity. Why is it important?

7. Discuss the functions of NBFC's in India.
8. Write short notes on :
- (a) Bill Discounting
 - (b) Factoring
 - (c) Working capital
 - (d) Leasing.
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Reg. No. :

D 2607

Q.P. Code : [07 DMBE 79]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014

Second Year

Entrepreneurship

ENTREPRENEURSHIP DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the role of entrepreneurship in India.
2. Describe the evolution of entrepreneurs in India.
3. Explain the various international entrepreneurship opportunities.
4. How will you prepare for new venture launch?
5. Discuss the role of central government and state government in promoting entrepreneurship.

6. Describe the problems faced by women entrepreneurs in India.
 7. Explain the role of consultancy organisations in promoting entrepreneurs.
 8. Discuss the importance of entrepreneurship development in India.
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Reg. No. :

D 2608

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014

Second Year

Entrepreneurship

PROJECT MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE question.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the categories of project management.
2. Discuss the roles and responsibilities of project manager.
3. Outline the process of project planning.
4. Discuss the significance of critical path analysis.
5. Explain the concept of project planning.
6. How will you implement projects?

7. Describe the concept of project feasibility study.
 8. Explain the management techniques for project management.
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Reg. No. :

D 2609

Q.P. Code : [07 DMSE 81]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014

Second Year

Entrepreneurship

INFORMATION TECHNOLOGY AND E-COMMERCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE question.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various input and output devices.
2. Discuss the features of windows operating system.
3. What are the features of windows XP?
4. Discuss the advantages of word package.
5. What are the advantages and limitations of e-commerce?
6. Outline the features of excel package.

7. Write a note on e-payment system.
 8. Discuss the features of intranet and extranet.
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Reg. No. :

D 2610

Q.P. Code : [07 DMB-E 82]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014

Second Year

Entrepreneurship

TECHNOLOGY INNOVATION AND SUSTAINABLE
ENTERPRISE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Innovation. And explain the need and objectives of innovation.
2. What is Knowledge management? And describe the business strategies related to knowledge management.
3. Explain Technology transfer and joint venture and briefly explain the procedure and practices in Indian technology.

4. Describe in details about patterns and intellectual property rights in Indian business technological environment.
 5. What is web marketing? And describe the benefits and facts in web marketing.
 6. Write short notes on :
 - (a) Copy right
 - (b) Censorship
 - (c) Privacy
 - (d) Jurisdiction.
 7. Briefly describe the strategies of web marketing.
 8. Explain the application and usage of E-Mail Marketing in Indian business.
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Reg. No. :

D 2611

Q.P. Code : [07 DMB-E 83]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Entrepreneurship

BUSINESS PLAN AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the significance of Business Plan.
 2. Explain the process involved in Business Plan.
 3. Outline the components of Business Plan.
 4. Describe the importance of Business Ethics.
 5. Explain the benefits of Business Ethics.
 6. Discuss the impact of Business Ethics in global Economy.
 7. Outline the factors for successful business.
 8. Describe the sources of market research.
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Reg. No. :

D 2612

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Entrepreneurship

MANAGING DIVERSITY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the importance of social responsibility of business.
2. Outline the impact of culture on business.
3. Explain the Export and Import Acts.
4. Outline the strategic response to changing environment.
5. Discuss the features of Industrial Developmental Regulation Act.

6. Outline the impact of politics on business.
 7. Write short notes on :
 - (a) Heckscher Ohlin theory.
 - (b) New Trade theory.
 8. Write short notes on :
 - (a) WTO.
 - (b) TRIPS.
 - (c) TRIMS.
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