



NS – 518

V Semester B.B.M. Degree Examination, Nov./Dec. 2016

(2014-15 and Onwards) (Repeaters)

BUSINESS MANAGEMENT

5.1 : Entrepreneurial Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answers should be written in **English** only.

SECTION – A

Answer **any eight** sub-questions from the following. **Each** sub question carries **two** marks.

(8×2=16)

1. a) Mention any four advantages of being an entrepreneur.
- b) What is product range ?
- c) What is licencing ?
- d) Who is an industrial entrepreneur ?
- e) What is Tiny Industry ?
- f) Mention any four features of entrepreneurship.
- g) What is Tax holiday ?
- h) Mention any four roles of Industrial estates.
- i) What is environmental scanning ?
- j) Define small scale Industries.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **8** marks. **(3×8=24)**

2. Discuss the various problems faced by SSI Units.
3. Explain briefly financial feasibility of a proposed business.
4. What are the objectives in identification of Business opportunities ?
5. Explain the Technical aspects of Business plan.

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SECTION – C

Answer question No. 10 and **any three** of the remaining. **Each** question carries 15 marks.

(4×15=60)

6. Explain the various causes for Industrial sickness.
7. What are the functions of an entrepreneur ?
8. Explain the following Institutions in detail :
 - i) SFC
 - ii) SIDBI
 - iii) Commercial Banks
 - iv) IFCI.
9. Explain the various steps involved in starting a Business venture.
10. Explain problems faced by women entrepreneurs.