

MBGN 3005

M.B.A. (General) DEGREE EXAMINATION,
JUNE 2016.

Third Semester

ENTREPRENEURSHIP MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions

1. Who is an entrepreneur? Distinguish between entrepreneur and enterprise.
2. Explain the importance of environmental factors influencing entrepreneurship.
3. How a technical feasibility of a project can be ascertained?
4. State the significance of Project report.
5. How to identify the general characteristics of an intrapreneur?
6. Why is pilot store so important for the potential franchisor?