

Question Paper

Exam Date & Time: 09-May-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal University, Manipal MPharm Theory End-Semester Examinations.
MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES
END SEMESTER THEORY EXAMINATIONS- MAY 2018
PROGRAM: MPHARM SEMESTER 2 (PHARMACEUTICAL ADMINISTRATION and
(INDUSTRIAL PHARMACY))

DATE: 09/05/2018

TIME: 2:00 PM - 5:00 PM

Entrepreneurship Management [PMA-MPD204T]

Marks: 50

Duration: 180 mins.

a

Answer all the questions.

Answer the following (5 marks x 8 = 40 marks)

- 1) Describe how business opportunities are explored in an environment. (5)
- 2) Discuss the importance of feedback, monitoring and evaluation (5)
- 3) Write in detail the resource mobilization for an enterprise. (5)
- 4) What is profitability analysis and controlling of an enterprise? Discuss. (5)
- 5) Discuss types of Innovations. (5)
- 6) Discuss entrepreneurship process. Add a note on differences between a manager and an entrepreneur. (5)
- 7) Discuss managerial competencies of an entrepreneur. (5)
- 8) Discuss in brief types of growth strategies. (5)

b

Answer all the questions.

Answer the following with specific answers (2 marks x 5 = 10 marks)

- 9) List the factors influencing industrial location. (2)
 - A)
 - B) List different variable and fixed costs for a pharmaceutical (2)

enterprise.

- C) Define Entrepreneurial Motivation. (2)
- D) Who is Intrapreneur? (2)
- E) What is entrepreneurship? (2)

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