

Question Paper

Exam Date & Time: 08-May-2019 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.
MPharm - Pharmaceutical Administration
MPharm Semester II - End Semester Examination, May 2019
Exam Date: 08-05-2019

Entrepreneurship Management [PMA-MPD204T]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

Answer the following (10 marks x 5 = 50 marks)

- 1) Discuss in brief any 10 characteristics of an entrepreneur. (10)
- 2) Discuss types of enterprises. According to you which one is more apt for a start-up enterprise and why? (10)
- 3) Discuss strategies adopted by companies for their future growth. (10)
- 4) Discuss the importance of feedback, monitoring and evaluation for a success of an enterprise. (10)
- 5) Write in detail the resource mobilization for an enterprise. (10)

SECTION - B

Answer all the questions.

Answer the following (5 marks x 5 = 25 marks)

- 6) List and discuss the factors influencing industrial location. (5)
- 7) What is SWOT analysis? Discuss how it plays an important role in evaluating an enterprise. (5)
- 8) What is profitability analysis and controlling of an enterprise? Discuss. (5)
- 9) Discuss motivating factors. Add a note on any one model of motivation. (5)
- 10) Define Entrepreneurship. Add a note on brief history of Entrepreneurship. (5)

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