

Exam Date & Time: 13-Sep-2021 (02:00 PM - 05:00 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.

### Entrepreneurship Management [PMA-MIP204T]

**Marks: 75**

**Duration: 180 mins.**

#### SECTION - A

**Answer all the questions.**

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

- 1) Describe the function of Entrepreneur. Discuss in brief types of entrepreneurs. Which type of entrepreneurs will be most successful in a highly competitive market environment and why? (4+4+2= 10marks) (10)
- 2) What is Entrepreneurship? Discuss the steps of Entrepreneurial Process. Enlist the types of business firms. What is the purpose of Cooperative forms of Business? (1+5+2+2=10marks) (10)
- 3) What are the three Entrepreneurial Competency Dependence variables? Discuss in brief anyone of them. What is the influence of social factors on entrepreneurial development? (1+6+3=10marks) (10)
- 4) Justify enterprise feasibility study, market analysis and SWOT analysis are important elements for the successful launch of an enterprise. (10)
- 5) Discuss the steps involved in performance appraisal and assessment of an enterprise. (10)

#### SECTION - B

**Answer all the questions.**

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

- 6) How Richard Cantillon, Baptist Say and Schumpeter expressed their views on concept of entrepreneurship? Discuss basic differences between Entrepreneur and Manager. (2+3=5marks) (5)
- 7) What is entrepreneurial motivation? Discuss in brief steps in Motivation Process. What factors contribute to entrepreneurial motivation according to Achievement motivation theory. (1+2+2=5marks) (5)
- 8) Discuss Environmental factors scanned for assessing the business opportunities for an enterprise. (5)
- 9) Present an argument how Ansoff's matrix can be used for diversification of an enterprise. (5)
- 10) "Monitoring and evaluation are very important elements of successful entrepreneurial activity" Justify the statement with appropriate arguments. (5)