Exam Date & Time: 20-Jul-2022 (10:00 AM - 01:00 PM)

MANIPAL ACADEMY OF HIGHER EDUCATION

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

ENTREPRENEURSHIP MANAGEMENT [PMA-MPD204T-S1]

Marks: 75   **Duration: 180 mins.**

SECTION - A

Answer all the questions.

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

1) Discuss in brief the views of Richard Cantillon, Baptist Say and SchumPeter on concept of entrepreneurship? Define entrepreneurship consisting of all the three views. Discuss in brief types of innovations. Which type of innovations you find nowadays the most and why? (3+1+4+2= 10marks)   (10)

2) Discuss the steps of Entrepreneurial Process. Add a note on role of Entrepreneurship in economic development. Discuss in brief Joint Stock Companies and Co-operative societies. (5+2+3=10marks)   (10)

3) What is the difference between Competency and characteristics/personal traits. Enlist and discuss any one Entrepreneurial Competency Dependence variable. Discuss in brief type of growth strategies (1+4+5=10marks)   (10)

4) Explain the importance of market analysis and SWOT analysis for starting an enterprise. Add a note on factors considered for the same.   (10)

5) Discuss the importance of feedback, monitoring and evaluation for a success of an enterprise.   (10)

SECTION - B

Answer all the questions.

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

6) Discuss basic differences between Entrepreneur and Intrapreneur. Add a note on challenges that entrepreneur face in India. (3+2=5marks)   (5)

7) Differentiate entrepreneurial motivation from motivation in general? Discuss in brief Motivation Process. What are the three needs of McClelland and which one is associated with entrepreneurial motivation? (1+3+1=5marks)   (5)

8) Describe the importance of monitoring and evaluation.   (5)

9) Discuss the environmental factors scanned for assessing the business opportunities for an enterprise.   (5)

10) Discuss profitability analysis for an enterprise.   (5)

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