

# Question Paper

Exam Date & Time: 18-May-2023 (02:00 PM - 05:00 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

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

### Entrepreneurship Management [PRM-MIP204T -S3]

Marks: 75

Duration: 180 mins.

#### SECTION - A

Answer all the questions.

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

- 1) Discuss any one type of classification of entrepreneurs. Discuss in brief functions of an entrepreneur. Differentiate Entrepreneur and Intrapreneur. (4+4+2=10marks) (10)
- 2) What is entrepreneurship? Explain the entrepreneurial process. Enlist six business opportunities that a pharmacist can pursue. (7+3=10marks) (10)
- 3) Discuss managerial competency attributes. Enlist factors effecting entrepreneurial development and explain in brief any one. (5+5=10marks) (10)
- 4) Discuss the steps involved in performance appraisal and assessment 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) Write the schematic diagram for exploring business opportunities in external environment. Add a note on it. (5)
- 7) What is profitability analysis for an enterprise? (5)
- 8) What are the factors considered for assessing business efficiency? Discuss. (5)
- 9) Enlist the characteristics of entrepreneur and explain in brief any four. According to you which characteristic is a key for entrepreneur's success? (5)
- 10) Enlist the factors that motivate entrepreneurs and explain any one. (5)

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