

Question Paper

Exam Date & Time: 21-May-2024 (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 -S1]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

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

- 1) Explain in brief the types of entrepreneurs classified by Clarence Danhof. Discuss the benefits and drawbacks of being an entrepreneur. Add a note on intrapreneur. (4+5+1=10marks) (10)
- 2) Discuss the steps of entrepreneurial process. Enlist various types of enterprises. Add a note on Cooperative sector. (5+3+2=10marks) (10)
- 3) What is a Competency? Enlist common entrepreneurial competencies and discuss in brief any three. Discuss Attitudinal entrepreneur competencies. (1+4+5=10marks) (10)
- 4) Discuss the steps involved in performance appraisal and assessment of an enterprise. (10)
- 5) What is the importance of market analysis and SWOT analysis for starting an enterprise? Write factors considered for the same. (10)

SECTION - B

Answer all the questions.

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

- 6) Discuss the importance of monitoring and evaluation of an enterprise. (5)
- 7) Explain environmental factors scanned for assessing the business opportunities for an enterprise. (5)
- 8) What is profitability analysis and controlling of an enterprise? Discuss. (5)
- 9) Discuss the difference between an entrepreneur and manager. Which one is more rewarding and why? (5)
- 10) Discuss any one theory of Motivation with an entrepreneurial perspective. (5)

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