

IV Semester B.B.M. Examination, June/July 2010
ENTREPRENEURSHIP AND SMALL BUSINESS

Time : 3 Hours

Max. Marks : 80

SECTION – A

(5×2=10)

Answer **any five** questions. **Each** question carries **two** marks.

1. a) What are the qualities of an entrepreneur ?
- b) How do managers and entrepreneur differ ?
- c) What is intellectual property ?
- d) What is Tort law ?
- e) What is MBO ?
- f) What is a venture capital enterprise ?

SECTION – B

(4×5=20)

Answer **any four** questions. **Each** question carries **five** marks.

2. Explain major strengths and weakness of small business.
3. Enumerate the key entrepreneurial traits of high achieving entrepreneurs.
4. What are the advantages and disadvantages of buying out an existing business.
5. Identify franchising abuses and suggest ways to correct them.
6. What is hierarchy of goals ? Explain.

P.T.O.

SECTION – C

(5×10=50)

Answer **any five** questions. **Each** question carries **ten** marks.

7. Why is cultural diversity vital to the success of small businesses.
 8. Why is goal setting a self renewing process ? Explain with an example.
 9. How does personal method differ from capitalising method ? Explain.
 10. Explain how would you evaluate a franchise opportunity.
 11. In locating a manufacturing plant. What site factors are to be balanced by an entrepreneur ? Explain.
 12. What is total quality management and why it is vital to a projects survival and growth ?
 13. How do “business angels” differ from venture capital firms ? Explain.
 14. Is it a good idea to patent an invention ? Why or why not ? Discuss.
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