

Total No. of Questions : 5]

SEAT No. :

**P4733**

**[5659]-3003**

[Total No. of Pages : 2

**M.B.A.**

**303-START-UP AND NEW VENTURE MANAGEMENT**

**(2016 Pattern) (Semester - III)**

*Time : 2 ¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1) a)** Define the term entrepreneur and trace the evolution of the concept of entrepreneur from the earlier period it date. **[10]**

OR

b) Explain with examples the economic and non-economic factors affecting entrepreneurial growth in India. **[10]**

**Q2) a)** Discuss with examples the criteria for selection of a new product. **[10]**

OR

b) Discuss the various entry strategies and suggest a suitable entry strategy for a multinational fast food chain entering Indian market. **[10]**

**Q3) a)** Discuss how project planning and scheduling is done using PERT and C.P.M. **[10]**

OR

b) Discuss in detail the role of small and medium enterprises in economic development. **[10]**

**Q4) a)** Discuss the role of District industries centre in development of small scale Industries. **[10]**

OR

b) Explain the assistance Provided by khadi and village industries commission to small scale industries. **[10]**

**P.T.O.**

**Q5) a)** Discuss the role of technology obsolescence in Industrial sickness in India. **[10]**

OR

b) Discuss the Case of any unsuccessful entrepreneur and explain the causes for his/her failure. **[10]**

