D 51903

Name.......................................

Reg. No...............................

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2018

(CUCSS)

M.B.A.

BUS 3C 19—ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

(2016 Admissions)

Time : Three Hours   Maximum : 36 Weightage

Section A

Answer **all** *questions given below. Each question carries 1 weightage.*

1. Define entrepreneur.
2. What is innovation ?
3. What do you mean environment scanning ?
4. What do you mean project formulation ?
5. What is project implementation ?
6. What is project management ?

(6 × 1 = 6 weightage)

Section B

Answer any **four** *questions given below. Each question carries 3 weightage.*

7. Explain the different roles of entrepreneur.
8. What are the advantages of small business ?
9. Explain the screening of project idea.
10. What are the different types of risks ?
11. What are the different steps in project planning ?
12. What are the network techniques in project monitoring ?

(4 × 3 = 12 weightage)

Section C

Answer any **three** *questions given below. Each question carries 4 weightage.*

13. Explain the government regulatory framework for small business.
14. Explain market demand analysis.
15. What are the different types of analysis in project formulation ?
16. Explain the major features of MS project.
17. Explain importance of project management organisation.

(3 × 4 = 12 weightage

Section D

Compulsory *question.*

18. Discuss the characteristics and important roles of entrepreneur in economic development.

(1 × 6 = 6 weightage)