

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATIONS: 2018
MASTER OF BUSINESS STUDIES (MBS)
SEMESTER - III

Subject: Entrepreneurship Development

Course Code: MGMT 531

Full Marks: 100

Time: 4:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: CRITICAL THINKING QUESTIONS (10 X 2 = 20 MARKS)

Answer all questions:

- Q1. Identify any four salient features of successful entrepreneurs.
- Q2. Contrast between 'an entrepreneur' and 'a manager'.
- Q3. Write down any two challenges of e-commerce for entrepreneurial firms.
- Q4. State macro view of entrepreneurship.
- Q5. Write down any two sources of business idea generation with example.
- Q6. Write down any two differences between imitator and innovator type of entrepreneur.
- Q7. What is licensing?
- Q8. Mention any four factors affecting creativity of an individual.
- Q9. Who reads the business plan? Why is it important to the investor? Give one reason.
- Q10. Describe briefly any two tax benefits offered to small scale industries by Nepal Government.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any SIX questions:

- Q11. Describe the various functions performed by entrepreneurs with suitable examples. (8)
- Q12. "An economy is the effect for which entrepreneurship is the cause". Exemplify. (8)
- Q13. Describe the process of brainstorming. Write down four rules to be followed in this process. Why 'no criticism' is the number one rule for brainstorming? Explain. (2+2+4)
- Q14. Contrast between intellectual property and physical property. What benefits does a registered trademark offer to its owner? (4+4)
- Q15. What is trade secret? How is it protected by the organization? What will happen if the organization fails to protect it? (2+3+3)
- Q16. Why do some business plan fails? Discuss. (8)
- Q17. Explain the need of policy support to small and medium scale enterprise. (8)
- Q18. Discuss the various types of institutional support available to Nepalese entrepreneurs. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any TWO questions:

- Q19. Describe briefly the evolution of the term entrepreneurship. Many myths are associated with the evolution of entrepreneurship. Make a list of any six myths. Also explain each of them with examples. (6+10)
- Q20. Define women entrepreneurship. Identify the various charms that women find in becoming the entrepreneur. Describe, with examples major problems faced by women entrepreneurs of Nepal. Discuss the role played by Nepal government to overcome the problems faced by women entrepreneurs. (3+2+7+4)
- Q21. Define a business plan. Discuss the benefits of preparing a business plan for a new venture. Describe briefly each of the major segments to be covered in a business plan. (3+5+8)

