

M.A. DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Entrepreneur
2. Intrapreneur
3. Entrepreneurial culture
4. Social environment
5. Small scale industries
6. Organizational structure
7. Training
8. Women entrepreneur
9. Pricing policy
10. Ancillary industries
11. Plant location
12. Self help group.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the main characteristics of an entrepreneur.
14. Describe the procedure in getting a loan from financial institution
15. Discuss the functions of SISI
16. Explain the culture environment promoting entrepreneurship
17. Explain about self help group..
18. Explain the distribution channel
19. Explain the problems of small scale industries.

Section C ($3 \times 10 = 30$) Marks**PART - A - Case Study - Compulsory Question**

20. Entrepreneurial activity is nothing new to karla. to promote her childhood lemonade stand, karla said, I would ride my bike around the neighborhood with this silly hat wit lemons all over it. At the age of 14 ,she was honing her sales skills by selling fuller brush products door to door.

Bow wow boutique had its genesis is karlas work experience at other grooming shops. disappointed with what she saw at other shops as lack of knowledge ,courtesy and cleanliness. And bothered that the professionals were not taking the time to educate clients on proper pet care, karla began thinking about how she can offer a better service. Karla planned to provide a clean , attractive atmosphere, and the safe, healthy and unique gifts for pets and pet lovers alike. but the foundation of karlas business would be superior customer service . I knew I could do it better. She said.

To finance her business start up, karla worked three jobs until she had saved \$1000. things were definitely tight, she said , I had absolutely no knowledge of projections, key assumptions, or business plans- but I had audacity, i knew I could never be happy unless I took the risk.

After opening her first shop, karla ran headlong in to one of the obstacles facing young entrepreneurs today. not too many people took me seriously, she said. I was 18 year old female with absolutely no business knowledge. Salesman would call on the shop, look me over, and ask for the manager.

But she was not about to let her lack of knowledge stop her. she took an assertiveness training course, read management books, attended management seminars and even started to read the business section of the Cincinnati Enquirer to sharpen her business skills. Karla said, I was not really sure what cash flow was, but I was going to learn. What makes Bow wow boutique special? Beside the superior service that karla provides, the boutique carries pet gifts that you would expect to find only in most spoiled pets home. doggie tuxedos and top hats, hand finished cherry waterbeds and white gamma mink coats are just a few of the extravagant pet gifts found at bow wow boutique.

Questions:

1. To what do you attribute Karlas success?
2. What role did education play in karlas success?

PART - B

Answer any **TWO** questions

21. Explain new product development
22. Entrepreneurs are born and not made-critically examine the statement.
23. Development of entrepreneurship in all sectors is essential - Why? and How?
24. What are the constraints and restraints deterring the growth of woman entrepreneurs?