

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.**

**M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021**

**SEMESTER - IV**

**13PHRCE4003 & PHR/CE/4003 - Entrepreneurship Development**

<b>Total Duration : 3 Hrs</b>	<b>Total Marks : 75</b>
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

**Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Explain the role of Entrepreneurs.
2. List down the check list for organizing and operating small business.
3. Identify the remedial measures of sickness in small scale industries.
4. What are small scale industries?
5. What are the ways involved in getting financial assistance to SSU?
6. Give examples of successful Women Entrepreneur in India.
7. Describe the concept of product life cycle and its uses for assessing marketing feasibility.
8. Highlight the strengths and weakness of small business with example.

**Section C**

**Part A**

Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. What are the characteristics of a successful entrepreneur?
10. Being an entrepreneur prepare a business plan for your business.
11. Narrate the problems of small-scale units.
12. Discuss the role of small entrepreneurs in the economic development of a country.

**Part B**

Compulsory question ( $1 \times 10 = 10$  Marks)

13. Explain the various types or classification of Entrepreneurs.