

**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 EXAMINATIONS APRIL - 2022**

**SEMESTER - IV**

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

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

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

1. Define an entrepreneur. State the characteristics of successful entrepreneur.
2. Examine the development and training for entrepreneurs along with the Entrepreneurial Environment.
3. Explain the concept of SHG and Financial assistance to SSU.
4. Classify the different types of small industries.
5. Analyze the various types of investors for start ups.
6. Write a note on market feasibility and different methods of marketing.
7. Briefly elucidate on the problems of small scale units.
8. Critically view the scope for identifying potential entrepreneurs.

**Section B**

**Part A**

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

9. Underline the major significance of SSI in the Indian Economy.
10. Apply the concept of entrepreneurship and write down major points on the development aspects for entrepreneurs in the future.
11. Mention the problems and possibilities of ancillary industries.
12. Can women become successful entrepreneurs in the near future? Justify.

**Part B**

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

13. Frame a check list of your own for organizing and operating small business. Come up with your new product idea, Marketing Method and distribution channel.

\*\*\*\*\*