

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. (HRM) END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - IV

20PHRET4003 - Entrepreneurship Development

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. State the characteristics of a successful entrepreneur.
2. Explain plant location of small-scale industries.
3. Classify the problems and possibilities of ancillary industries.
4. Illustrate a pricing strategy for a premium FMCG product.
5. Describe the various steps involved in organising and operating small scale business.
6. Relate the problems faced by small scale industries.
7. Explain the benefits and risks involved in start-ups.
8. Examine the special problems in women entrepreneurship.

Section C

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

9. Describe the case histories of successful entrepreneurs.
10. Predict the cultural and social environment in promoting entrepreneurship.
11. Classify the various small-scale industries.
12. Analyse the role of incubators in entrepreneurship development.

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

13. Evaluate the role of self-help groups and government organisations supporting entrepreneurship development.
