

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 - NOV'2024

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. Define an entrepreneur and list five key characteristics that are common in successful entrepreneurs.
2. Describe how cultural and social environments promote entrepreneurship, with an example from any region or industry.
3. Prepare a pricing policy for a startup looking to enter the export market. Justify your recommendation.
4. Describe the role of incubators in Entrepreneurship Development.
5. Explain the concept of Self Help Group.
6. Prepare a report on Government Organisations supporting Entrepreneurship Development.
7. Analyse the entrepreneurial growth in different communities.
8. Infer the meaning and characteristics of Start ups.

### **Section C**

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

9. Describe the entrepreneurial landscape in India, indicating any trends in entrepreneurial growth across different communities.
10. Classify Small Industries and give examples.
11. Give a detailed account of causes and remedies if sickness in Small Scale Industries.
12. Recommend a checklist for organising and operating small business.

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

13. Ascertain the various problems encountered by Women Entrepreneurship.

\*\*\*\*\*