

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)

May/June 2015 End Semester Examinations

**SEMESTER – II, M.B.A (INTERNATIONAL TRANSPORTATION AND LOGISTICS /
PORT AND SHIPPING MANAGEMENT)**

BUSINESS PROMOTION & ENTREPRENEURSHIP (T 1206)

Date: 16.06.2015

Time: -3 Hrs

Max. Marks: 60

Pass Marks: 30

SECTION – A

(12x1=12 Marks)

Answer ALL the questions. All questions carry equal Marks

1. According to _____, it is a high need for achievement which leads one to become an entrepreneur.
 - a) Schumpeter
 - b) Drucker
 - c) Walker
 - d) McClelland
2. Which one of the following is NOT an essential quality of a successful entrepreneur?
 - a) Problem solving skill
 - b) Marketing skill
 - c) Risk taking
 - d) Fashionable
3. _____ entrepreneurs are very reluctant to make changes in production methods.
 - a) Adoptive
 - b) Fabian
 - c) Forced.
 - d) Drone
4. Lease finance is a source of _____.
 - a) Short term finance
 - b) Term loan
 - c) Long term finance
 - d) Preference shares
5. Business games are done in _____.
 - a) Real time situations
 - b) Learning by doing
 - c) Simulated environment
 - d) None of the above
6. Factory design is equivalent to
 - a) Building design
 - b) Factory layout
 - c) Both A and B
 - d) None of the above

7. Which one of the following is an event oriented approach?
- a) NPV
 - b) PERT
 - c) CPM
 - d) IRR
8. "Subsidy confers _____ on a particular industry and includes concessions and bounties".
- a) Powers
 - b) Benefits
 - c) monopoly
 - d) None of the above
9. Permanent registration of an SSI is granted based on the inspection by District industries centre; after an assessment of _____
- a) Financial worthiness
 - b) Installed capacity
 - c) Human Resource
 - d) All of the above
10. CPM stands for
- a) Central Planning Method
 - b) Critical Planning Management
 - c) Critical Path Method
 - d) None of the Above
11. Which of the following best describes 'Negotiation'?
- a) Argument
 - b) Disagreement
 - c) Ruling
 - d) Bargain
12. Excise duty is levied on
- a) Exported goods
 - b) Goods produced inland
 - c) Interstate sale
 - d) None of the above

SECTION – B

(5x4=20 Marks)

Answer ANY five of the following questions. Each answer should not exceed 200 words.

13. Define Entrepreneurship and explain the environmental factors affecting entrepreneurship.
14. Explain Drucker's and McClelland's views on the characteristics of entrepreneurship.
15. Explain various sources of business ideas.
16. Write a note on Factory design and its significance.
17. Bring out the role of Consultancy organisations in business promotion.

18. What do you understand by Negotiating skills?

19. What are the incentives given to Exporters in India?

SECTION – C

(4x7=28)

Question No. 20 is compulsory. Answer ANY THREE of the remaining questions

Each answer should not exceed 500 words.

20. You are an entrepreneur wishing to start a small business. Outlining the project; lay down the steps you would undertake after identification.

21. Write down a note on qualities of a successful entrepreneur?

22. Explain the various sources of project finance and credit facility accorded to entrepreneurs in India

23. Critically examine the role of Social grace and formal etiquette in business.

24. Enumerate the various barriers to entrepreneurship and describe how they hamper entrepreneurship development

25. Outline the various subsidies and incentives given to SSI. Would you opt to become an entrepreneur in future? Support your answer with arguments.
