M. B. A.

(SEM. IV) EXAMINATION, 2006-07

ENTREPRENEURSHIP, ETHICS & CORPORATE GOVERNANCE

(NEW COURSE)

Time : 3 Hours] [Total Marks : 100

Note : Attempt all questions.

1 (a) “The entrepreneur is an important input of economic development.” Elaborate. 40

OR

(a) “Entrepreneurship is neither a science nor an art.” Explain.

(b) What do you understand by entrepreneurial culture? What are the sub-cultures?

OR

(b) What are meant by corporate values? Explain with the example of an Indian corporate house.

(c) Explain the theories of Entrepreneurship.

OR

(c) Describe the various classification of Entrepreneurship.

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(d) What are the qualities of an entrepreneur? Elaborate with examples.

OR

(b) Describe and distinguish between Entrepreneur and Entrepreneurship.

2  (a) Describe the various phases of a project with its relative importance. 10

OR

(a) What role does SIDBI play in project management? Explain in details. 10

(b) Explain with examples the segmentation, targeting and positioning of a product. 10

OR

(b) What is the role of supporting organisations for new ventures? What incentives and facilities are available from the financial institutions? 10

3  (a) How can management anticipate and avoid problems likely to encounter during project implementation? 10

OR

(a) Enumerate Governmental powers specifically for Small Scale Industries. 10

(b) What are the elements of feasibility analysis of a project? 10

OR

(b) How important are creativity and idea generation for an entrepreneur? 10
4 “Family run organizations are turning towards professional managers to run the business.” Analyse the reason for this shift.

OR

4 What are the causes of sickness in Indian Industries? Which in your opinion is the more common reason for an organisation turning sick-financial, governmental policies, competition or poor human resource practices?

5 Indian value systems play a significant role in running and managing organizations. - Explain.

OR

5 “Recent scams and disclosures – have necessitated the need for Governance Code.” Elaborate.