

MAY 2013

**P/ID 77538/PMFQ/
PMB06**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Who is a successful entrepreneur? What are the characteristic features?
2. 'Potential entrepreneurs are to be identified'. Whose responsibility is this?
3. What cultural environment is conducive to promote entrepreneurship?
4. Make out a checklist for organising and operating a call taxi service with bank finance.
5. Classify SSI units and explain briefly.
6. Explain the factors influencing the plant location of a small scale industrial unit.
7. What is working capital? What are the sources of working capital for a small trader?
8. Suggest ways and means for the development of export oriented SSI units.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Analyse the entrepreneurial growth in different communities of India.
10. Present the case history of a successful entrepreneur of your choice.
11. 'Train entrepreneurs to develop them', Suggest a mechanism to uphold the view.
12. An entrepreneur is approaching you to sort out problems of personnel administration in his unit. As a first generation entrepreneur in the category of consultancy services, what would be your suggestions to overcome the issues concerning personnel management?
13. 'Production planning and scientific inventory management are the two sides of the coin representing entrepreneurial success'. Discuss.
14. Evaluate the role of District Industry Centres in offering project counselling service to upcoming entrepreneurs.
15. 'Institutional finance/support ensures healthy growth of small scale industry'. Discuss.
16. Where from new product ideas are emanating? Suggest a methodology to evaluate such ideas.

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PART C — (20 marks)

17. Case Study : (1 × 20 = 20)

Simultaneously two entrepreneurs approach the banker for financial support for their proposed ventures. The first one is the sibling of a leading Industrialist with very little exposure in marketing. The second one requires finance for the purchase of 2 two-wheelers to make timely supply of home-meals to 100 odd customers in the town. As a banker, you sanctioned the required amount to the second one and carefully watch the performance of the first one to take a decision concerning sanction. How will you justify your action in both the cases?

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