

M.A. DEGREE EXAMINATION, NOVEMBER 2023
HUMAN RESOURCE MANAGEMENT
THIRD SEMESTER

COURSE : ELECTIVE
PAPER : ENTREPRENEURSHIP DEVELOPMENT
SUBJECT CODE : 20HR/PE/ED15
TIME : 3 HOURS

MAX MARKS : 100

SECTION - A

ANSWER ALL. ANSWER SHOULD NOT EXCEED 50 WORDS (10 X 2 = 20)

- 1) Who is an Entrepreneur?
- 2) Differentiate between conflict and Consensus.
- 3) List any four models of Entrepreneurship.
- 4) What is CSR?
- 5) List few duties of NSIC.
- 6) Expand NABARD.
- 7) What is SWOT analysis?
- 8) What is feasibility analysis?
- 9) Name any two women entrepreneurs with their business.
- 10) What is entrepreneurial culture?

SECTION - B

ANSWER ANY FOUR. ANSWER SHOULD NOT EXCEED 600 WORDS (4 X 10 = 40)

- 11) Explain the factors influencing entrepreneurship development.
- 12) Define Entrepreneurship and explain the characteristics.
- 13) Give the Human Rights and Civic Responsibilities in entrepreneurship.
- 14) Comment on Social Entrepreneurship model.
- 15) How DIC and SIDBI helps small entrepreneurs?
- 16) Give the importance in Preparing a Model Project Report for Starting a New Venture.

SECTION - C

ANSWER ANY TWO. ANSWER SHOULD NOT EXCEED 1200 words (2 X 20 = 40)

- 17) Prepare a business plan for any business of your own choice.
- 18) 'Kerala- The land of spices' is well known for food varieties for its authentic taste, Kozhikode district in kerala is widely known for its Biryani and for bakery products. Trinity Bakers- The Best bakery in Kozhikode district. They were well known for their fresh bread for last two decades. The main target for bread sales were houses, small stalls and sandwich stalls. Their bread has a great demand as it was very fresh and doesn't have any adulterates. Five hundred to six hundred loafs of bread were their daily sales. As years passed the Trinity bakers decides to start franchise. Give the various terms involved in starting up a franchise business.

19) Ms.Nunciya is a women entrepreneur who has passion towards moving her family from low income group to a higher income group. She was very energetic and passionate towards her education. After her post graduation in management she started her own biscuit manufacturing named 'Nuncu biscuits', initially it was done in small scale, later with the schemes for women entrepreneur she expanded her biscuit business and expanded her territory to pan south India. Comment on the various challenges which Ms.Nunciya would have faced in her Entrepreneurial Journey.

20) Explain the various Issues and Concerns of Social Enterprises.
