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Total No. of Pages : 02

Total No. of Questions : 06

MBA (Campus) (Sem.-4)
ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT

Subject Code : MBA-402

M.Code : 75070

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR questions each carrying TEN marks each and student has to attempt ALL questions.
3. SECTION-C is consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Write briefly :

- a) Ethics
- b) Theory of entrepreneurship
- c) Venture Capital
- d) Environmental assessment
- e) Time and cost overrun
- f) Financial analysis

SECTION B

2. Explain Technical Feasibility with reference to Project Management.
3. Discuss the concept of entrepreneurship. Highlight the types of entrepreneurship and what are their functions.

4. Describe the project management concept. Explain the generation of project idea and discuss the sources and methods of it.
5. Explain how opportunity analysis helps.

SECTION-C

6. Case study :

The refrigerator market has almost revived after the introduction of no-frost models and the entry of a number of brands in recent times. Godrej, LG and BPL are some of the brands which have come out with campaigns to get into the "consideration set" of the consumer mindset. Whirlpool had launched a campaign for its range of frost-free fridges with an appeal different from those of the competitive brands. The advertisement projected Whirlpool as a very dependable brand in social situations avoiding embarrassment in front of hosts. It emphasizes the capability of the refrigerator to produce ice quickly when it is most needed.

You are required :

- To study the various appeals of refrigerators in the market and comment on the appeal of Whirlpool in particular
- Identify the specific conceptual appeal involved and comment on the positive and negative aspects of the appeal.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.