

starting her clinic in a village. She felt that people in a village will have a lesser awareness towards beauty and moreover their ability to pay was in her village a question mark. She had a strong view that villagers always depended on nature for their beauty needs and they would have reluctance for the use of these artificial beauty techniques. But Devyani was strong in her view that she will succeed as a beautician in her own village rather than any other place.

Identify what factors might influence the choice of location.

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M.B.A. DEGREE EXAMINATION, MAY 2026..

Third Semester

General

ENTREPRENEURSHIP MANAGEMENT

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. State the characteristics of an entrepreneur.
2. What is entrepreneurial motivation? Explain.
3. How detailed project reports differ from feasibility report?
4. Explain the process of establishing intrapreneurship in an organization?
5. What is a woman entrepreneurship? Explain the need of woman entrepreneurship.

6. What are the important environmental factors influencing entrepreneurship?

7. Discuss the differences between corporate and intrapreneurial cultures.

8. List out the problems faced by woman entrepreneurs.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Discuss the different types of entrepreneurs with suitable examples.

10. Explain the need for motivation in promoting entrepreneurship.

11. Explain the steps in project identification.

12. Discuss the various types of growth strategies which can be adopted by the business firm.

13. Describe the self-help group for women entrepreneur in detail.

14. Elaborate the principle of innovation process and also explain its types.

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15. Discuss the different types of government support for the development small scale industry.

16. Explain various techniques used in project appraisal.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case Study (Compulsory).

Anushka and Devyani were two students studying a beautician course in a city college. They hailed from Madurai a metropolitan city and Uttangadi an upcoming village near by Madurai respectively. They became good friends during the course of their education. Anushka hailed from an upper middle class family with her parents in influential government jobs. Devyani hailed from a lower middle class family with her parents depending on farming their livelihood. They both shared a long ambition to become successful in their life working independently.

They both were intelligent and were creative compared to others and both were intent on starting a beauty clinic in their own respective places. Anushka was against the idea of Devyani

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