

1056

Masters of Entrepreneurship & Family Business 4th Semester
FB-404 A: New Enterprise Creation

Time Allowed: 3 hours

Max. Marks: 80

Note: Attempt five questions in all selecting at least two questions from each unit.

UNIT-I

- I. Describe the legal framework under which a new enterprise gets formed in India. (16)
- II. What factors can trigger the desire of an individual to start his/her own enterprise. How should an entrepreneur scan the environment to indentify opportunity in the form of a potential or service? (16)
- III. Write short notes on the following:
a) Managing growth of new enterprise.
b) Assistance by India's Non-Govt. machinery in formation of new enterprise. (8,8)
- IV. What soft skills are essential for the individual for establishment and management of new enterprise? (16)
- V. Explain in detail the government assistance available to stimulate business start-ups and growth in India. (16)

UNIT-II

- VI. 'In the present scenario, creativity and innovation are required to retain the position of an enterprise in the market'. Explain. (16)
- VII. Write short notes on the following:
a) Competing in the new world economy.
b) Mentoring sessions with the entrepreneurs. (8,8)
- VIII. Explain the marketing and financial problems faced by small enterprises in carrying out their operations. What initiatives have been taken by the government to help small enterprises to overcome managerial problems? (16)
- IX. Write short note on the following:
a) Identifying and planning an enterprise.
b) Facing challenges from business competitors. (8,8)
- X. Explain the importance of developing a business idea before establishing a new enterprise. What factors should an entrepreneur consider while developing a business idea? (16)

(2027)