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MMPC-018

**MASTER OF BUSINESS
ADMINISTRATION/ MASTER OF
BUSINESS ADMINISTRATION
(BANKING AND FINANCE)
(MBA/MBF)**

Term-End Examination

June, 2025

MMPC-018 : ENTREPRENEURSHIP

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any **five** questions. All questions carry equal marks.

1. Describe the different types of entrepreneurship. Which entrepreneurship do you feel is most suitable for India ? Justify.

2. Discuss the different government schemes initiated for the development of women entrepreneurs in India.
3. Suppose you are a small entrepreneur, what problems do you feel you have to face for the successful establishment of an enterprise ? Suggest how these problems can be overcome.
4. What is Angel investment ? Discuss the investment approach of Angel investors with suitable examples.
5. Write a note on Porter's five force model, with an example.
6. Why is marketing important for entrepreneurs ? Differentiate between product and service marketing.

7. Explain the concept of social entrepreneurship. Differentiate between social entrepreneurship and corporate entrepreneurship.
8. What do you understand by Rural Entrepreneurship ? Briefly describe the various government's endeavours to facilitate the rural entrepreneurship.

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