



Printed Pages : 3

MBA – 411(NEW)

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7070**

Roll No.

**M. B. A.**

(SEM. IV) EXAMINATION, 2006-07

**ENTREPRENEURSHIP, ETHICS & CORPORATE  
GOVERNANCE**

(NEW COURSE)

*Time : 3 Hours]*

*[Total Marks : 100*

*Note : Attempt all questions.*

**1** (a) “The entrepreneur is an important input of economic development.” Elaborate. **40**

**OR**

(a) “Entrepreneurship is neither a science nor an art.” Explain.

(b) What do you understand by entrepreneurial culture? What are the sub-cultures?

**OR**

(b) What are meant by corporate values? Explain with the example of an Indian corporate house.

(c) Explain the theories of Entrepreneurship.

**OR**

(c) Describe the various classification of Entrepreneurship.

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**1**

**[Contd...**

- (d) What are the qualities of an entrepreneur?  
Elaborate with examples.

**OR**

- (b) Describe and distinguish between  
Entrepreneur and Entrepreneurship.

- 2** (a) Describe the various phases of a project with its relative importance. **10**

**OR**

- (a) What role does SIDBI play in project management? Explain in details. **10**  
(b) Explain with examples the segmentation, targeting and positioning of a product. **10**

**OR**

- (b) What is the role of supporting organisations for new ventures? What incentives and facilities are available from the financial institutions? **10**

- 3** (a) How can management anticipate and avoid problems likely to encounter during project implementation? **10**

**OR**

- (a) Enumerate Governmental powers specifically for Small Scale Industries. **10**  
(b) What are the elements of feasibility analysis of a project? **10**

**OR**

- (b) How important are creativity and idea generation for an entrepreneur? **10**

4 “Family run organizations are turning towards professional managers to run the business.” Analyse the reason for this shift. **10**

**OR**

4 What are the causes of sickness in Indian Industries? Which in your opinion is the more common reason for an organisation turning sick-financial, governmental policies, competition or poor human resource practices ? **10**

5 Indian value systems play a significant role in running and managing organizations. - Explain. **10**

**OR**

5 “Recent scams and disclosures – have necessitated the need for Governance Code.” Elaborate. **10**

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