

M.Phil Entrepreneurships

Paper I - RESEARCH METHODOLOGY

Time: Three hours Maximum: 100 marks

Answer any FIVE questions.

1. Explain the various steps involved in the selection of a research problem.
2. State the merits and demerits of observation as a method of data collection.
3. Explain any three scaling techniques in business research
4. What are the contents of a research report?
5. Construct a questionnaire to study the problems of small entrepreneurs in Madurai city.
6. What do you understand by (a) Quota sampling (b) Snow ball sampling (c) Stratified sampling and (d) Cluster sampling?
7. What are the sources of hypothesis? Also explain the various steps involved in testing of a hypothesis?
8. Construct the research design of your proposed study.
9. What do you understand by 't' test and F-test? Explain its application in business research.
10. Write short notes on: a) Sampling error b) Pilot study c) Case study d) Bibliography.

MAY 2006 Paper II - ENTREPRENEURSHIP

Time: Three hours Maximum: 100 marks

Answer any FIVE questions.

1. What are the characteristics of an entrepreneur, which are considered as essential?
2. What is known as Achievement Motivation Training (AMT)? How this training is useful in making the trainee aware of his/her strengths and limitations?
3. What do you understand by the term Intrapreneur? How the person is different from an Entrepreneur? Explain.
4. What is known as Business Opportunity Guidance? How will you identify the potential to establish a Fast Food Restaurant in Madurai City?
5. What is known as a Business Plan? What are the essential features of a bankable

project?

6. What are the factors responsible for the success of a Small Scale Industrial Units?
7. Explain the role of Training Institutions in promoting Entrepreneurship in Tamil Nadu.
8. What do you mean by Women Micro Enterprises? Discuss the status of Women Micro enterprises in the past 5 years in Tamil Nadu.
9. Explain the term Inspector Raj. What are the steps initiated by the Government to facilitate SSI to overcome Inspector Raj?
10. Critically examine the implementation of Prime Minister Rozgar Yojana (PMRY) Scheme in India.

MAY 2006 Paper III - MARKETING MANAGEMENT

Time: Three hours Maximum: 100 marks

Answer any FIVE questions. All questions carry equal marks.

1. 'The marketing concept brings benefits to the organization that practices the concept, the consumer and the society'. Justify.
2. Explain the importance of marketing mix.
3. Discuss the features of different sales forecasting methods.
4. In the well-developed Indian biscuit market, as an upcoming entrepreneur, you are planning to introduce 'bisticks'. In what way marketing research is helpful to you?
5. When an entrepreneur diversifies/modifies/ eliminates her products?
6. Evaluate the pricing objectives of an entrepreneur.
7. Explain the factors influencing the promotional budget of an entrepreneur.
8. 'Sales promotion mechanism has potentials as well as limitations'. Explain.
9. How would you design sales territories and fix sales quotas?
10. Explain the impact of instruments meant for sales control.