

QUESTION BANK

Entrepreneurship Development and Business Communication

Course code: ASEE 3103 (1-1-0)

1. What is entrepreneurship? Distinguish between entrepreneur and entrepreneurship.
2. 'Entrepreneurship is a process of giving birth to an enterprise'. Discuss.
3. In the Indian context, explain the specific role that entrepreneurship has fulfilled in the economic development of the country.
4. 'Entrepreneur and entrepreneurship are catalysts in the process of economic development of a country'. Explain.
5. Define rural entrepreneurship. Appreciate the need for and importance of rural entrepreneurship in India.
6. Give an account of the Government policy measures taken over the period for developing rural entrepreneurship.
7. Write a note on the role of NGOs in Rural Entrepreneurship.
8. What factors do influence the emergence and development of entrepreneurship?
9. Write notes on the followings: a. Capital, b. Labour c. Need Achievement d. Withdrawal of status respect e. Social Mobility.
10. Explain how non-economic factors help in developing entrepreneurship?
11. What is meant by entrepreneurial motivation? Is it necessary for a successful entrepreneur?
12. What are the factors that motivate people to go into business?
13. What do you understand by the term entrepreneurial competency? Can they be acquired?
14. 'Entrepreneurs are made not born'. Discuss
15. Discuss the qualities of a successful entrepreneur.
16. Define small scale industry. What are its chief characteristics?
17. What is SWOT analysis? How would you use SWOT analysis to identify and select a project for small-scale industry?
18. Define quality and Total Quality Management. Why is TQM needed in small enterprises?
19. 'TQM is a continuous process for continuous improvement in organizational performance'. Explain.
20. What do you understand by project appraisal? Why is it done?
21. Define the term 'project.' How will you classify the projects?
22. What do you understand by project identification? Discuss, with examples, the process involved in project identification.
23. Describe the steps involved in identification and selection of a project.
24. How are projects classified? In your view, which criterion seems to be more rational and acceptable for classification of projects?
25. What is supply chain management?
26. Define the characteristics of successful entrepreneurs.