

**End-Term Examination 2018-19**

**Course: MBA (FBE)**

**Semester: Ist**

**Subject: Entrepreneurship Development**

**Subject code: FB 107**

**Maximum Marks: 60**

**Maximum Time: 3 HRS**

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Attempt any five questions. Question no. 1 is compulsory.

1. Write a short note on any four
  - a) E-commerce Business
  - b) Role of NABARD in Indian Business growth
  - c) MSME
  - d) Mudra Loan
  - e) 59 Minute MSME Loan
2. Elaborate on the fact that "Small Businesses are the actual generator of Employment in India."
3. What is a Franchise and how they operate in the market?
4. Write a Marketing plan for your own Business Venture or Idea?
5. What are the various Pricing Strategies? Write in short with example.
6. What are the ingredients of a successful Financial Plan?