



ROLL NO.	
ID NO.	

PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF ENGINEERING

Max Marks: 80

Max Time: 120 Mins

Weightage: 40 %

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18

Course: MGT 111 ENTREPRENEURSHIP

12 JAN 2018

Instructions:

- i. Write legibly
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Part A

[4 Q x 5 M= 20 Marks]

1. Illustrate 'service'? Describe any three unique features of service.
2. What is strategy? Account any three importance of Strategic Planning.
3. What do you mean by Debt Financing? Write any three disadvantages of Equity Financing.
4. Interpret debenture. How it differs from share capital?

Part B

[2 Q x 15 M= 30 Marks]

5. What is long-range strategic planning? Explain any four benefits of long-range planning.
6. Exemplify in detail any three objectives of Business plan.

Part C

[2 Q x 15 M= 30 Marks]

7. Explain Life Cycle of an enterprise with diagram.
8. What do you mean by Venture Capitalist? Exemplify any two importance of VC.

-x-x-x-x-