

S.NO. 384

BATCH: 2006 - 2014

Reg. No.

END OF SEMESTER EXAMINATIONS, APRIL / MAY - 2017  
ENTREPRENEURSHIP AND BEHAVIOURAL MANAGEMENT  
SUBJECT CODE: 08UABM17

MAJOR: B.B.A  
TIME : 3 HOURS

SEMESTER : V  
MAX. MARKS : 75

SECTION – A (10 x 1 = 10)

Answer All the Questions:

1. Define Entrepreneurship.
2. Define a small – scale industry.
3. Define “project”.
4. What is feasibility analysis?
5. Define personality.
6. What is Motivation?
7. What is Group Dynamics.
8. What are the types of conflict.
9. Define Leadership.
10. What do you mean by counselling?

SECTION – B (5 X 4 = 20)

Answer Any Five Questions:

11. Describe the types of Entrepreneurs.
12. State the significance of Entrepreneurship Development programme.
13. Discuss the activities of Tamil Nadu Industrial Investment Corporation Limited (TIIC).
14. State the schemes of incentives offered by the Governments.
15. What are the factors influencing formation of attitude?
16. List out the causes of interpersonal conflict.
17. What are the different types of Leadership.
18. Explain the functions of Counselling.

SECTION – C (3 X 15 = 45)

Answer Any Three Questions:

19. What are the qualities required for a successful entrepreneur.
20. How to prepare a project Report?
21. Explain the Herzberg two factor theory of Motivation.
22. Suggest measures for resolving organisational conflict.
23. Explain the Fielder’s contingency theory of Leadership.

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