

(Pages : 2)

H – 4062

Reg. No. :

Name :

**Third Semester M.A.(Human Resource Management) Degree Examination,
January 2020**

HRM 2.3.1 : BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP

(2018 Admission)

Time : 3 Hours

Max. Marks : 75

PART – I

Answer **all** questions. Answer should not exceed **50** words. All questions carry equal marks

1. Internal and external environment
2. SEZ.
3. GAP Analysis
4. Liberalisation
5. Lateral Thinking
6. Start-ups
7. Value Chain Analysis
8. Navaratna Company
9. EXIM Policy
10. Intrapreneurship

(10 × 2 = 20 Marks)

P.T.O.



PART – II

Answer **any five** questions. Answer should not exceed **500** words.

11. Discuss the important characteristics features of business environment.
12. Explain in detail the situations that led to the creation of WTO.
13. "Globalisation is touching every walk of life in India." Critically examine the statement.
14. Discuss the objectives and role of International Monetary Fund (IMF). Specify using examples.
15. Explain the growth and development of public sector enterprises in India.
16. Discuss the role of Government in promoting Entrepreneurship.
17. What is the relevance of innovation in today's competitive world? Illustrate your points with suitable examples.
18. Write a note on the role of NGO's in Entrepreneurship.

(5 × 5 = 25 Marks)

PART III

Answer any **two** questions. Answer should not exceed **1200** words.

19. What is Business Plan? Explain scope and significance of Business Plan. Explain the reason behind failure of some Business plan.
20. Explain Porters Five Forces Model of analysis using a suitable example.
21. Explain how SWOT analysis can be used as an effective tool in strategic business decision making.
22. Explain the role of Entrepreneur in the Economic Development. Write a short note on the type of skills required in Entrepreneurship.

(2 × 15 = 30 Marks)

