

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
ENTREPRENEURSHIP: BA (H) – 512
BS – VI

Date: January 5, 2011

Max Time: 3 Hrs
Max Marks: 60

ANSWER ALL QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.

1. What factors should entrepreneurs keep in mind as they decide what form of ownership is best suited for their business?
2. Why is it important for an entrepreneur to understand and focus on effective cash flow management? Explain and differentiate the three types of capital small businesses require: fixed, working and growth.
3. What are business strategies? Explain the importance of strategy formulation, implementation and evaluation.
4. How can developing a business plan benefit an entrepreneur, who is about to launch a business? Draw a skeleton of a business plan showing the major heads. (Only list the major heads do not explain them.)
5. How does entrepreneur design an effective customer strategy also highlight its importance?
6. Keeping in mind the political, social and technological trend and condition of Pakistan what may be the major sources of entrepreneurial opportunities here? To what extent and how can the entrepreneurs of Pakistan take advantage of internet for their business growth?

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES
ENTREPRENEURSHIP: BA (H) – 512
BS – VI

Date: June 27, 2010
Instruction: Attempt any FIVE questions

Max Time: 3 Hrs
Max Marks: 60

1. How has the concept of entrepreneurship developed? Describe the various foundations. How does an economist view entrepreneurship?
2. The entrepreneur plays a critical role in the strategic management of any given enterprise. How does he achieve this objective?
3. What are the factors that influence the development of entrepreneurship? Briefly describe the entrepreneurial profile.
4. How do SMEs play a key role in the economy of a country? Describe how SMEs differ from larger organizations?
5. The Marketing plan can be devised in a given framework by the entrepreneur. Discuss how this exercise is carried out.
6. Product quality and design play a key role in its marketing success. Comment on this statement.
7. Ideas, knowledge and skill development have a direct relationship with economic development. What is the role of the entrepreneur in this process?

