

USN

--	--	--	--	--	--	--	--	--	--	--	--

22MBA12

## First Semester MBA Degree Examination, Jan./Feb. 2023 Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Q1 to Q7.*

*2. Question No.8 is compulsory.*

*3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	CO
<b>Q.1</b>	<b>a.</b>	What is Sole – Proprietorship?	03	L2	CO1
	<b>b.</b>	“Entrepreneurs are born, not made”. Do you agree with this statement? Justify your statement.	07	L2	CO2
	<b>c.</b>	What are the key features of a successful entrepreneur? Discuss	10	L3	CO3
<b>Q.2</b>	<b>a.</b>	Differentiate between creativity and innovation.	03	L3	CO1
	<b>b.</b>	Explain the various steps involved in business planning process.	07	L4	CO3
	<b>c.</b>	Describe nine building blocks of business model canvas proposed by Alexander Osterwalder.	10	L5	CO4
<b>Q.3</b>	<b>a.</b>	Differentiate between Angel investors and Venture capitalist.	03	L3	CO2
	<b>b.</b>	What are the major forms of business organizations? Explain with suitable examples.	07	L3	CO4
	<b>c.</b>	Why entrepreneurs need finance? Explain the internal and external sources of finance.	10	L3	CO4
<b>Q.4</b>	<b>a.</b>	What are Term loans?	03	L1	CO4
	<b>b.</b>	Discuss the problems faced by women entrepreneurs in India.	07	L3	CO5
	<b>c.</b>	SIDCO plays an important role in stimulating entrepreneurial growth. Explain its objectives and functions.	10	L4	CO5
<b>Q.5</b>	<b>a.</b>	What are intellectual property rights?	03	L1	CO1
	<b>b.</b>	What do you understand by the term Startup? Explain the different Stages of startup.	07	L5	CO4
	<b>c.</b>	Explain the Ethical and Social responsibility issues facing managers today.	10	L4	CO5
<b>Q.6</b>	<b>a.</b>	What is Social Entrepreneurship?	03	L1	CO6
	<b>b.</b>	Write a notes on the objectives and need for entrepreneurship development programs.	07	L5	CO4
	<b>c.</b>	Who is a rural entrepreneur? Describe the potential opportunities for rural entrepreneurship in India.	10	L5	CO6
<b>Q.7</b>	<b>a.</b>	Differentiate between Patent and Copyright.	03	L2	CO5
	<b>b.</b>	Describe the role of NABARD in promoting entrepreneurship development in India.	07	L5	CO4
	<b>c.</b>	Explain in detail the steps involved in setting up a business.	10	L6	CO5

Q.8	CASE STUDY :	<p>Mr Rohit has just completed MBA from a reputed B-school and has been offered a job in an MNC with an attractive salary package. However, he has been in a dilemma as to whether to accept the offer or not. It has been a dream from childhood to start a business and become a successful entrepreneur. But, organizing the capital and running around for getting various mandatory clearances were the area of concern for him. His parents also tried to advise him to accept the offer and start a job in MNC. However he has been feeling from the day of his campus interview that he is being detained to do bigger things in life.</p> <p>After consulting the professors and successful entrepreneurs he decided not to accept the job offer and instead decided to venture into a business of his own. Consequently he started mini café with the USP of "Traditional and Homely Taste". Initially he could maintain the quality and price. But over the time Mr. Rohit realized that his profit started decreasing due to reduced volume of sales. This has been realized by Mr. Rohit and after some time started thinking of diversifying the business. Further, he has also understood that the main reason for reduced volume of sales is, very less number of barriers to enter into business.</p>			
a.	Does Mr. Rohit possess the major qualities required to become a successful entrepreneur?	10	L3	CO3	
b.	What strategies should Mr. Rohit adopt to sustain his business in the competitive market?	10	L5	CO4	

\*\*\*\*\*