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14MBA26

**Second Semester MBA Degree Examination, Dec.2016/Jan.2017**  
**Entrepreneurial Development**

Time: 3 hrs.

Max. Marks:100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Who is a Fabian entrepreneur? (03 Marks)
- 2 What is Heuristics? (03 Marks)
- 3 What is a Business Plan? (03 Marks)
- 4 Expand KVIC, SIDBI, NABARD, SIDCO, IDBI, DIC. (03 Marks)
- 5 What is succession in family business? (03 Marks)
- 6 Define international entrepreneurship. (03 Marks)
- 7 What is social entrepreneurship? (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the roadmap of entrepreneurial process in detail. (07 Marks)
- 2 Describe the different models of innovations. (07 Marks)
- 3 Briefly explain the features of business plan. (07 Marks)
- 4 List the functions of DIC. (07 Marks)
- 5 Explain the responsibilities and rights of shareholders of a family business. (07 Marks)
- 6 Distinguish between international and domestic entrepreneurship. (07 Marks)
- 7 Discuss the challenges and opportunities of rural entrepreneurship. (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the types of entrepreneurs. (10 Marks)
- 2 Describe the techniques of creative problem solving. (10 Marks)
- 3 Explain the process of business plan in detail. (10 Marks)
- 4 Discuss the highlights of latest industrial policy of government of India. (10 Marks)

- 5 Describe the various strategies for improving the capability of family business. (10 Marks)
- 6 Explain the modes of entry of an entrepreneur into international business. (10 Marks)
- 7 Discuss the various steps in venture capital process. (10 Marks)

**SECTION - D**  
**CASE STUDY – [ Compulsory ]**

**Sibling Rivalry in Family Business**

Reliance Industries Limited (RIL) is India's largest private sector company. The Reliance Group's annual revenue is in excess of USD 6,600 crore. However the company has witnessed unprecedented rivalry between siblings Anil and Mukesh Ambani, sons of the Late Dhirubhai Ambani, the group's founder.

Anil Ambani, born in 1959, joined RIL in 1983 as co-chief executive officer. He holds an MBA degree from the Wharton school of the university of Pennsylvania and is credited with having pioneered many financial innovations in the Indian Capital markets. For this, he has been regarded as a financial wizard. He has steered the Reliance Group to its current status as India's leading textiles, petroleum, petrochemicals, power and telecommunications company.

Mukesh Ambani, born in 1957, enrolled into the MBA programme at the Stanford Business school but dropped out after the first year to assist in his father's business. He joined RIL in 1981 and initiated its backward integration from textiles into polyester fibres and further into petrochemicals. In this process, he directed the creation of 60 new world class manufacturing facilities involving diverse technologies.

The brothers fell out after the death of their father in 2002. Their father, Dhirubhai Ambani had left no will regarding separation and succession. In 2006, the group was split between the brothers under terms suggested by their mother, kokilaben. Mukesh kept the group's petrochemical flagship, Reliance Industries (RIL), Indian petrochemicals Corp. Ltd., Reliance Petroleum and Reliance Industrial Infrastructure Ltd., and kept the Reliance name. Anil formed the Anil Dhirubhai Ambani Group (ADAG) consisting of Reliance Communication, Reliance Capital, Reliance Energy and Reliance Natural Resources Ltd.

Almost eight years after they fought publicly, Mukesh and Anil signed a deal worth ₹ 1200 crore that would allow Reliance Jio Infocom, the telecom division of Mukesh's Reliance industries to roll out 4G services using the nationwide fibre network operated by Anil's Reliance Communications. This deal has sparked hopes of reconciliation between the brothers.

1. What were the reasons for the split in Reliance Industries? (06 Marks)
2. How could the ownership issues in this case have been sorted out? (06 Marks)
3. What according to you are the key issues in family business management in this case? (08 Marks)

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