

USN

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

10MBA42

Fourth Semester MBA Degree Examination, June / July 2013
Entrepreneurial Development

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR questions, from Q.No.1 to Q.No.7.
2. Q.No. 8 is compulsory.

- 1 a. What do you understand by Green Entrepreneur? Give example. (03 Marks)
b. List out the differences between “Entrepreneur Vs Intrapreneur” and “Entrepreneur Vs Manger”. (07 Marks)
c. Write short notes on : i) Entrepreneur ii) Entrepreneurship iii) Entrepreneurial iv) Entrepreneurism. (10 Marks)
- 2 a. What do you understand by “Entrepreneurial culture”? (03 Marks)
b. Explain the stages in Entrepreneurial process. (07 Marks)
c. Write short notes on : i) Brain storming ii) Synectics iii) Heuristic iv) VCA. (10 Marks)
- 3 a. Explain briefly the importance of BP. (03 Marks)
b. What is a project? Explain the features of any project. (07 Marks)
c. Explain briefly the steps in BP process. (10 Marks)
- 4 a. What do you understand by SSI? (03 Marks)
b. Explain the features of Family business. (07 Marks)
c. Write short notes on : i) SISI ii) NABARD. (10 Marks)
- 5 a. What is e - Entrepreneur? (03 Marks)
b. Differentiate between International and Domestic Entrepreneurship. (07 Marks)
c. Explain the barriers of International trade. (10 Marks)
- 6 a. What do you understand by Angel Investor? (03 Marks)
b. Explain the VC process. (07 Marks)
c. Explain the New product development process. (10 Marks)
- 7 a. Write a short note on Franchising, with example. (03 Marks)
b. Explain the advantages of Joint venture. (07 Marks)
c. Elucidate Entrepreneurial perspective over organizational life cycle. (10 Marks)

8 CASE STUDY : (Compulsory)

Health is Wealth
MEDICOM SOLUTIONS

Founder : Amrit S Chopra.
Niche : Health Care Informatics.
Revenue : Rs 3,000 lakhs
No. of Employees : 250.

Amit S Chopra turned Entrepreneur when he had grey hair. The idea is to drive home the point that one can turn an entrepreneur late in his career. He was with IBM PVC – 1997 and also worked with TATA Burroughs for a while.

While in Oman, working for a firm called Oman computing services, he was asked by the ministry of Health to advise on IT solutions for a hospital there. Not being satisfied with the given solution, he went to the concerned minister who told him to find a better solution. He found the answer in a Dutch firm specializing in Health care. Purely by chance, that firm at that time was moving out of this area and so in 1992 along with OCS he founded medicom.

The area has well entrenched billion dollar companies, so medicom evolved a strategy that saw them working in the middle East, South Asia and South Africa. Today, the firm already completed 140 implementations in 14 Countries. Explains Ashwini Kumar, Executive Vice President, Medicom”. We knew that the US was not our initial market since India and Indians were not know for work at the high end. We therefore went to market, where there was more of a level playing field”.

The Indian background came in handy in these regions. For example, in South Africa they were looking for technology that could not only be scaled up but also could be down. The bigger companies from the developed would assume a certain level of IT and Medicom’s versatility enables it to bag the contact.

Questions :

- a. Discuss how and why of Amrit’s Chopra started new venture and what are his strategies to build up the organization. (10 Marks)
- b. If you were in Chopra’s position, what are the strategies you will take for future of the company? (10 Marks)
