

# CBCS SCHEME

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22MBA12

## First Semester MBA Degree Examination, Dec.2023/Jan.2024 Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 100

- Note :* 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Define an Entrepreneur.	3	L2	CO1
	b.	List and explain the functions of an Entrepreneur.	7	L2	CO1
	c.	Interpret the roadmap of Entrepreneurial process in details.	10	L5	CO1
Q.2	a.	What is Project Report?	3	L1	CO2
	b.	Elaborate the steps involved in developing a Business Plan Process.	7	L6	CO2
	c.	Examine the Osterwalder Business model canvas with example.	10	L4	CO2
Q.3	a.	What do you understand by Venture Capital?	3	L1	CO3
	b.	Evaluate the different forms of Business Organisation.	7	L5	CO3
	c.	Formulate the new venture expansion strategies and issues.	10	L6	CO3
Q.4	a.	Summarise the startup India scheme.	3	L2	CO4
	b.	Evaluate the functions of DIC.	7	L5	CO4
	c.	Categorise the role of Central and State Government in promoting Entrepreneurship.	10	L4	CO4
Q.5	a.	Mention the four stages of startup.	3	L1	CO5
	b.	Explain the registration process of a Private Limited Company.	7	L5	CO5
	c.	Analyse the major types of Intellectual property protection in Business.	10	L4	CO5
Q.6	a.	Write a note on Social Entrepreneurship.	3	L1	CO6
	b.	Discover the emerging trends in Entrepreneurship development in India.	7	L4	CO6

	c.	"Rural Entrepreneurship" also contributes to the Economic development". Elaborate.	10	L6	CO6
Q.7	a.	Outline the advantages of Single Window System.	3	L1	CO4
	b.	Analyse the Venture Capital Process.	7	L4	CO3
	c.	Construct a Project report for starting a new venture of your own choice.	10	L6	CO2
Q.8	<b>CASE STUDY :</b>  <p>Maya Sharma, a young entrepreneur from Bangalore, India, embarked on a remarkable journey in digital entrepreneurship, with a passion for Jewelry design and Technology, she identified a niche market for unique handmade jewelry. Maya leveraged the digital platform to create an e – commerce business, showcasing curated collections from talented artisans. Through strategic marketing, customer relationship management and operational excellence. Maya established a strong brand presence and build a loyal customer base. She overcame challenges in scaling her business by forming strategic partnerships with artisans. Maya prioritized e – commerce security and trust ensuring a secure online shopping experiences. Her Journey exemplifies the power of innovation and strategic decision – making in digital entrepreneurship.</p> <p><b>Questions :</b></p>				
	1.	Interprete the significance of identifying a niche market for an entrepreneur. How can a niche market contributes to business success? Provide examples from Maya Sharma's case.	10	L4	CO6
	2.	Discuss the advantage and challenges of digital business model in comparison to traditional brick – and – mortar business. How did Maya Sharma leverage the digital platform to gain a competitive edge?	10	L6	CO6

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