

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA/MBA(IB) (Sem -2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M Code : 76159

Date of Examination : 11-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES

SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.

SECTION-B consists of FOUR Subsections. Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.

SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

Difference between Entrepreneur and Manager

Entrepreneurial Culture

Women Entrepreneurs

Venture Capital Funding

Technical Feasibility

Social Entrepreneurship

Role of EDII in Entrepreneurship Development

Financial Schemes offered by SIDBI for entrepreneurs



SECTION-B

UNIT-I

9. Describe the qualities required to be a successful entrepreneur. Also, explain the role played by an entrepreneur in economic development of a country like India.
10. What are the problems faced by Indian Women Entrepreneurs? Also, discuss in brief major financial schemes available for the promotion of women Entrepreneurship in India.

UNIT-II

11. Explain the factors that motivate people to become entrepreneurs.
12. Define the term Entrepreneurial Innovation. Describe with examples, various sources of innovation.

UNIT-III

13. What is a business plan? What does the reader expect to learn from a business plan?
14. Discuss the various B- plan software programs available in the market. Which one will you choose and why?

UNIT-IV

15. What do you mean by Project Management? What are the areas of determining project feasibility?
16. Discuss the role played by Central Govt. and State Govt. in promoting the entrepreneurship with various incentives, subsidies and grants in India.

SECTION-C

17. Read the following case and answer the questions given in end :

Byju's Raveendran's passion for teaching was ignited after tutoring a few friends for prep exams way back in 2003. The Azhikode-born teacher-entrepreneur's equation with teaching began in 2007 when he quit his IT job in the UK and set up shop in Bangalore. Raveendran is an extremely humble and grounded personality. He has never forgotten his roots or allowed fame and money to change him. At present his game-changing education app Byju's has over 10 million downloads just on the Android platform. Byju's believes

in, *"If you know how to learn, then you can learn anything"*. For many students in our education system, learning is more or less an activity which involves rote learning and then reproducing the information on Final exams. Realising the rot in the system, Byju's set out to make learning a more fun and gratifying experience. Not limiting himself to just teaching subjects, Byju's revamped the whole experience behind learning. As an entrepreneur, one need to be curious and willing to explore options, as this inquisitive nature will help one in finding solutions and work to improve the status quo. The core of Byju's's vision and mission has been to revolutionise the education system, something which struck a chord with students, parents, and even investors. When the underlying motive behind your venture itself is disruptive, support will flow in from all quarters. With a constant focus on making learning and educating a holistic pursuit, Byju's has always tried to satisfy the students. At present, Byju's also offers personalised solutions to each individual user based on their needs. With reports, data and insights, and customization tools given to all students, they have the power of learning exponentially. With an 89 percent subscription renewal rate, Byju's has created a long-term partner for learning for lakhs of students. What Byju's has done really, really well and why it is getting all this love from the market is because it cracked the commerce part of the question in an effective way. What started with low-key online courses, education start up Byju's is now eyeing overseas expansion. There is a lot of work ahead for Byju's in the coming year to sustain the momentum it's built up so far. It made its first acquisition by buying Vidyarthi, a career guidance and academic profile-builder.

Questions :

- a. Describe the reasons of Byju's success.
- b. Can it sustain the momentum it has built so far?

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MBA/MBA (IB) (Sem - 2)

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2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

I. Write briefly :

- a) Rural Entrepreneurship
- b) Entrepreneurial Mindset
- c) Opportunity Assessment Plan
- d) Entrepreneurial Motivation
- e) Patents
- f) Bankruptcy
- g) Demand Analysis
- h) Social Cost Benefit Analysis

SECTION-B

UNIT-I

2. Define the term Entrepreneur. How this term is different from Manager? Discuss the functions of an entrepreneur in detail.

3. "Government has played an important role in Entrepreneurship Development". Do you agree? Justify.

UNIT-II

4. Write a detailed note on

- a) Entry Strategy
- b) Risk Reduction Strategy

5. Discuss various types of Entrepreneurial Innovation. Explain the process of product planning and development.

UNIT-III

6. "In the last decade, various entrepreneurial ventures have failed in India". Highlight various reasons that are responsible for the failure of an entrepreneurial venture.
7. Define the term Business Plan. Discuss its scope. Explain how business plan can be implemented?

UNIT-IV

8. Discuss various steps that are required for the generation and screening of Project Ideas.
9. Define the term Project Financing. Discuss various Post Audit and Administrative aspects of Project Review in detail.

SECTION-C

10. Case Study :

Women entrepreneurship in India. A case study of Jaishree Kabra of Kothari Silk : A lot of adapted analogues of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as : "a force that mobilizes added assets to accommodate unmet bazaar demand", the adeptness to actualize and body something from about nothing", "the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity". This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advance ante and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adeptness arrest entrepreneurship.

Women entrepreneurs have tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree's dynamic

and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month each catalogue having 12 to 28 designs. They claim that none of their designs is ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on a computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar Kameez Dupatta set). Women are now proving to the world that their role in society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in entrepreneurship with a clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and an appropriate environment.

Answer the following questions :

- Elucidate the details of women's entrepreneurship and possible outcomes of this case.
- What will be the reasons behind entrepreneurial development in the case of the present study?
- Suppose if you are the women entrepreneur, explain the role played by you for the economic development.

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