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14MBA26

Second Semester MBA Degree Examination, June/July 2016
Entrepreneurial Development

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 Define 'Entrepreneur'. (03 Marks)
- 2 Outline the source of New Idea. (03 Marks)
- 3 What do you mean by 'Brainstorming'? (03 Marks)
- 4 Explain the word Feasibility study. (03 Marks)
- 5 Expand the following : i) IDBI ii) NABARD iii) DEC (03 Marks)
- 6 Mention the types of Family business. (03 Marks)
- 7 What are the ways of Entrepreneurship entry into international business? (03 Marks)

SECTION - B

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

- 1 What is Entrepreneurship? Discuss the various types of entrepreneurs. (07 Marks)
- 2 As a potential entrepreneur, how would you construct a business plan to satisfy your banker? (07 Marks)
- 3 Outline briefly the creative problem solving technique. (07 Marks)
- 4 Bring out the 3 circle model of family business. (07 Marks)
- 5 Differentiate between international and domestic Entrepreneurship. (07 Marks)
- 6 Explain the venture capital process. (07 Marks)
- 7 Write short notes on : i) Synectics ii) Heuristics (07 Marks)

SECTION - C

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

- 1 Discuss the role played by entrepreneur in economic development of a country. (10 Marks)
- 2 What is creativity? Explain the process of creativity. (10 Marks)
- 3 Examine the responsibilities and rights of a family share holder of a family business. (10 Marks)
- 4 Explain the barriers of international trade. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

- 5 What is single window system? And explain the functions of NABARD. (10 Marks)
- 6 Discuss and write a format of a business project report. (10 Marks)
- 7 What is Risk? What are the types of Risks? How the risk can be minimized? (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Enterprise and Profit

Siri an MBA graduate from one of the leading B-school from Bangalore. She opted to be an entrepreneur instead of corporate job.

Siri started her venture in Boutiques business in Bangalore, with small savings and borrowed loan form the bank.

Her business started with good demand in that locality and within a short period of the business boomed with good profit by attracting good number of customers. Her business created an image and attracting good number of potential customers.

Days to go new competitors are entering into the boutiques business with new creative ideas and established with new outer look and style.

Because of the new competitors Siri, business become lacking interest or excitement among customer she started incurring/loosing profit.

Questions :

- a) How will you advice Siri, how to increase the customers to attract towards her boutiques business and to retain the same profit? (10 Marks)
- b) What would be suggestions for overcome competitor's strategies? (10 Marks)

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