

CBCS SCHEME

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16/17MBA26

Second Semester MBA Degree Examination, Dec.2018/Jan.2019

Entrepreneurship Development

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.**

- 1 a. What do you understand by the term Entrepreneurship? (02 Marks)
b. What is Business Plan? Explain the advantages of business plan. (06 Marks)
c. Explain the strategies for improving the capability of family business. (08 Marks)
- 2 a. Who is an "Intrapreneur"? (02 Marks)
b. Explain the types of Entrepreneurs. (06 Marks)
c. Briefly explain the steps in preparing the marketing plan. (08 Marks)
- 3 a. What is Feasibility study? (02 Marks)
b. Write a note on Indian Institute of Entrepreneurship. What are its objectives? (06 Marks)
c. Formulate a model project report for starting a new venture of your choice. (08 Marks)
- 4 a. What is Entrepreneurial Culture? (02 Marks)
b. Explain 3 circle model of family business. (06 Marks)
c. Explain the stages in Entrepreneurial process. (08 Marks)
- 5 a. What is Social Enterprise? (02 Marks)
b. Explain the barriers to International trade. (06 Marks)
c. What is Rural Entrepreneurship? Explain the need for and importance of rural entrepreneurship in India. (08 Marks)
- 6 a. What is Venture Capital? (02 Marks)
b. Briefly explain the domain of service, channel assistance and development and support services of SIDBI. (06 Marks)
c. Explain the ways of Entrepreneurship entry into International business. (08 Marks)
- 7 a. What are the types of Family business? (02 Marks)
b. Discuss the various stages in venture financing. (06 Marks)
c. What factors do influence the emergence and development of entrepreneurship? (08 Marks)
- 8 **CASE STUDY (Compulsory) :**

IT's JUST A MATTER OF TIME

John Vijayakumar has been a computer analyst for ten years. In his spare time, he has developed a word processing software program that is more comprehensive and powerful than any on the market. Because he does not have a great deal of money, John believes that the first step in producing and marketing this product should be to obtain the necessary venture capital.

The software program has been written and trial – tested by John and a handful of friends to whom he gave the material. Two of these friends are computer word processors who told him that the program is faster and easier to use than anything on the market. John believes that these kinds of testimonials point out the profit potential of the product. However, he still needs to get financial support.

One of John's friends has suggested a meeting with a venture capitalist. "These guys have all sorts of money to invest for new ventures", the friend told John. "All you have to do is explain your ideas and sell them on giving you the money. They are always looking to back a profitable idea, and yours is certain to be one of the best they have seen in a long time".

John agrees with his friend but believes he should not discuss the matter with a venture capitalist until he has thought through answers to the various types of questions likely to be asked. In particular, John believes he should be able to provide the venture capitalist with projected sales for the first three years and be able to explain the types of expenses that would be incurred. Once he has done this, John feels that he will be ready to talk to the individual. "Right now", he tells his friend, "its just a matter of time. I think that, within seven to ten days, I'll be ready to present my ideas and discuss financial needs".

Questions :

- a. In addition to financial question, what other questions is the venture capitalist likely to ask John? (05 Marks)
- b. Would a business plan be of any value to John? Why or why not? (05 Marks)
- c. How would you recommend John get ready for his meeting with the venture capitalist? (06 Marks)
