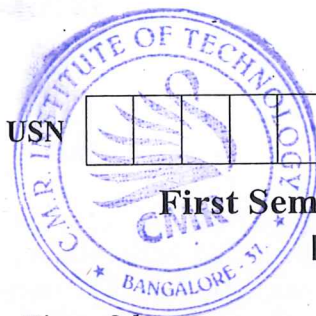


CBCS SCHEME



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18MBA26

First Semester MBA Degree Examination, June/July 2019 Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 100

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

- 1 a. Differentiate between 'Intrapreneur' and 'Entrepreneur'. (03 Marks)
b. Explain marketing aspects of a business plan. (07 Marks)
c. Discuss the role of entrepreneurship in economic development. (10 Marks)
- 2 a. What do you mean by social entrepreneurship? (03 Marks)
b. Explain the qualities of an entrepreneur that makes are successful. (07 Marks)
c. Explain the latest industrial policy of government of India. (10 Marks)
- 3 a. Elaborate 'Make in India'. (03 Marks)
b. Draw a schema of business plan and explain. (07 Marks)
c. Explain the venture capital process. (10 Marks)
- 4 a. Explain feasibility study. (03 Marks)
b. Explain the functions and services extended by NABARD. (07 Marks)
c. Discuss the strategies for improving the capability of family business. (10 Marks)
- 5 a. Write a short note on the need for development of rural entrepreneurship. (03 Marks)
b. Explain the barrier to international trade. (07 Marks)
c. Examine the responsibility and rights of a family shareholder of the family business. (10 Marks)
- 6 a. What do you mean by Single Window System? (03 Marks)
b. What is a business plan? What are its advantages? (07 Marks)
c. Explain the strategies to enter into international business. (10 Marks)
- 7 a. Mention the types of family business. (03 Marks)
b. Explain the importance of international business to the firm. (07 Marks)
c. Define entrepreneur. Explain the functions of an entrepreneur. (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.

CASE STUDY – Compulsory**The Murugappa Group**

Started in the early 1900s by Dewan Bahadur Murugappa Chettiar as money lender and trader, the family-governed Murugappa Group is one of the largest business groups in India, with over Rs.35 billion in sales and over 23,000 employees as of 2004. The third and fourth generations of the family are successfully managing the loose confederation of several companies and a number of SBUs that form the group. The family believes that business is a means to serve the society and have contributed immensely to the society.

Head quartered in Chennai, the group has a diversified portfolio with strong presence in Sanitaryware, Fertilizer, Abrasives, Automotive chains, Cycles, Steel tubes etc. Apart from this portfolio consists of IR enabled services, financial services including insurance and plantations.

Each of the seven flag-ship companies of the group was headed by a family member as CEO, with no formal interaction among the companies as a group, but only informal consultations among family members. Male family members start their career as junior executives and depending on their performance, move up in the organization. They are mentored by senior family members, both on business and family values.

In 1991, with the opening up of the Indian economy, the family felt it advantages to be a group in a more formal way and officially constituted a Murugappa Corporate Board (MCB), composed of family members. The new competitive environment required speedier and more flexible group business portfolio decisions than could be made when individual family members were emotionally involved in separate business units and focused on their individual company's day-to-day management. It was hard for the group to make a business decision to restructure, downsize or sell a division or unit, if that entity was a favourite of a brother or cousin running it.

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Questions:

- a. Bring out the salient characteristics of the Murugappa group as a successful family business. (10 Marks)
- b. What were the challenges faced by MCB in the year 1991? (10 Marks)

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