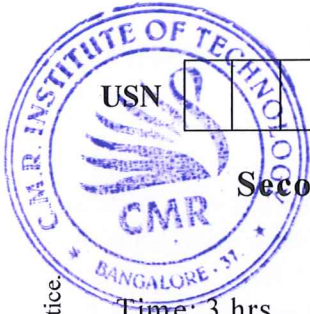


CBCS SCHEME



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16/17MBA26

Second Semester MBA Degree Examination, June/July 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. Define Entrepreneurship. (02 Marks)
b. What are the functions of Entrepreneurship? (06 Marks)
c. Explain the types of Entrapreneurs. (08 Marks)
- 2 a. Quote the meaning of Business Plan. (02 Marks)
b. What are the advantages of Business Plan? (06 Marks)
c. Explain the Business Plan Process. (08 Marks)
- 3 a. Define Intrapreneur. (02 Marks)
b. Differentiate between Intrapreneur and Entrapreneur. (06 Marks)
c. Explain the stages in Entrapreneural process. (08 Marks)
- 4 a. What is Venture Capital? (02 Marks)
b. Explain the three circle model of Family Business. (06 Marks)
c. What are the pitfalls of Family Business? (08 Marks)
- 5 a. Define International Entrepreneurship. (02 Marks)
b. What is the importance of International Business to the firm? (06 Marks)
c. Briefly explain on International versus Domestic Entrepreneurship. (08 Marks)
- 6 a. Define Marketing Plan. (02 Marks)
b. What are the Contains of Feasibility study? (06 Marks)
c. Explain the stages of Financing offered in venture capital. (08 Marks)
- 7 a. What do you mean by Angel Investor? (02 Marks)
b. Explain the functions of NABARD. (06 Marks)
c. What are the functions of IDBI? (08 Marks)
- 8 **CASE STUDY :**

Mahesh and Raja met while working at a Compaq disc Production Company. Mahesh was in charge of editorial and production , Raja ran the sales force. Mahesh decided to start his own company and invited Raja to join him. Raja would handle Sales administration , while Mahesh managed the clients and directed production.

MR communications seemed like a perfect partnership. Things seemed to be going well and they even landed a major project.

As time went by Raja decided that he wanted a "Creative" Job too. He spent most of his time producing Compaq disc rather than looking for new business. Mahesh's loyalty to Raja made him blind to many things that were obvious to others. Because of their friendship, he trusted that Raja was taking care of his site of the business. As it turned out, Raja was not very good at the tasks he had taken on. He made mistakes that reduced expected profits. He was not making new sales contacts, which was supposed to be the main part of his Job. If that were not enough, the feeling that he was testing his friend down made Raja feel even worse. Raja began to avoid talking to Mahesh. He stopped coming into the office. Finally, he stopped returning phone calls.

By the time Mahesh realized what was happening to the Business, it was too late. There were no new sales. What Mahesh thought were profits was the result of Raja not paying their bills. Mahesh was left with more than Rs 5,50,000 in unpaid bills and other debts. A tearful message in the answering machine from Raja "I am moving out to Chennai for a while. Sorry it did not work out".

It took Mahesh three years to dig – out of the financial mess and get his new Company run up and successfully running it.

Questions :

- a. How could Mahesh and Raja have avoided the problems that led to the end of their partnership? (08 Marks)
- b. Why is the situation a good example of the difficulty in maintaining partnership between friends? (08 Marks)

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