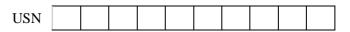
CMR INSTITUTE OF TECHNOLOGY





Internal Assesment Test - II

Sub:	ENTREPRENEU	RSHIP DEV	ELOPME	ENT				Code:	17MBA	26	
Date:	28/04/2018	Duration:	90 mins	Max Marks:	40	Sem:	II	Branch:	MBA		
										OI	
									Marks	СО	RBT
	Part A -Answer	•	ull Quest	ions (16*02=	32 Mar	ks)					
1(a)	Define family busi	ness.							[02]	CO1	L1
(b)	Explain the objecti	ives and fund	ctions of l	DIC (District)	Industri	es Centi	e).		[06]	CO3	L4
(c)	Highlight the role	of SIDBI in	the growt	th of SSI units					[80]	CO2	L3
2 (a)	What are the differ	ent types of	financial	institutions (a	ny 4)?				[02]	CO3	L1
(b)	Summarize the obj Entrepreneurship).	jectives and	functions	of IIE (Indian	Institu	te of			[06]	CO3	L2
(c)	Explain the role an	d functions	of NABA	RD					[08]	CO3	L4
3(a)	Write a brief note	on SFC's (S	tate Finan	icial Corporati	ions)				[02]	CO3	L1
(b)	Examine the feature	res of latest l	Industrial	Policy.					[06]	CO2	L1
(c)	Discuss the merits and demerits of a joint family business.								[08]	CO1	L2
	Part B - Compul	lsory (01*08	8=08 mar	·ks)							
4	Some family-owne	ed businesse	s are find	ing that it is no	o longer	assume	ed tha	nt			
	children will wish	to take over	a family	business. If th	e found	ers of a	firm	wish to			
	keep it in the family's hands, they should be sure to take proactive measures to attract future generations to the business.							es to			
	Expose family mer customers, product		-	f the business,	includi	ng emp	loyee	s,			
	Define the busines	s's attractive	qualities	in terms that	will app	eal to th	ne lis	tener.			
	Recognize those fa staying involved in that lie in other are	the busines	s. These	factors can rar	nge fron	•					
	Reward family me 'price' successors p career options that	oay to join ar	nd operate	e a family busi	ness ma	ay inclu	de gi	ving up			

new family member coming into a family business that he or she is suffering a loss of privacy. Conflicts may arise between parent and child when their management styles conflict. A business may make compromises—such as making it possible for the successor to spend more time with his or her family or hiring an interim senior manager to buffer conflicts between parent and child. But the company's 'cost' and the successor's 'price' must be affordable to both.

Give family members outlets to explore their ideas, interests, and concerns.

The rewards of a family-owned business are many as are the challenges. Those family members who manage the family business should enjoy the business itself if they are to be successful and pass along a sense of enthusiasm for the business when the time comes for them to hand over the reins.

(a)	Discuss	the	issues	associated	with	succession	planning	in	a	family	owned	
	business											

[04]

[04]

(b) What strategies should be implemented for improving the performance of family business?

CO3 L1

L1

CO₁

Course Outcomes			PO2	PO3	P04	PO5	P06	PO7
CO1:	Display keen interest and orientation towards entrepreneurship	1a		4a			2b 3c	
CO2:	Develop a business plan					3b	1c	
CO3:	Become aware about various sources of funding for an entrepreneur including financial institutions, venture capitalists and Angel Investors	2a 3a		4b			2c	
CO4:								
CO5:								
CO6:								

PO1 - Knowledge application; PO2 - Analytical and logical thinking; PO3 - Team work; PO4 - Leadership; PO5 - life-long learning; PO6 - Analyze and practice aspects of business; PO7- Personal and Societal growth;