

Internal Assessment Test - II

Sub:	ENTREPRENEURSHIP DEVELOPMENT	Code:	17MBA26
Date:	28/04/2018	Duration:	90 mins
		Max Marks:	40
		Sem:	II
		Branch:	MBA

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (16*02=32 Marks)				
1(a)	Define family business.	[02]	CO1	L1
	(b) Explain the objectives and functions of DIC (District Industries Centre).	[06]	CO3	L4
	(c) Highlight the role of SIDBI in the growth of SSI units.	[08]	CO2	L3
2 (a)	What are the different types of financial institutions (any 4)?	[02]	CO3	L1
	(b) Summarize the objectives and functions of IIE (Indian Institute of Entrepreneurship).	[06]	CO3	L2
	(c) Explain the role and functions of NABARD	[08]	CO3	L4
3(a)	Write a brief note on SFC's (State Financial Corporations)	[02]	CO3	L1
	(b) Examine the features of latest Industrial Policy.	[06]	CO2	L1
	(c) Discuss the merits and demerits of a joint family business.	[08]	CO1	L2
Part B - Compulsory (01*08=08 marks)				
4	<p>Some family-owned businesses are finding that it is no longer assumed that children will wish to take over a family business. If the founders 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.</p> <p>Expose family members to all aspects of the business, including employees, customers, products, and services.</p> <p>Define the business's attractive qualities in terms that will appeal to the listener.</p> <p>Recognize those factors that have the potential to dissuade family members from staying involved in the business. These factors can range from personal interests that lie in other areas to conflicts with other family members.</p> <p>Reward family members who decide to join or stay with the family business. The 'price' successors pay to join and operate a family business may include giving up career options that they find financially and personally attractive. It may seem to a</p>			

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]
- (b) What strategies should be implemented for improving the performance of family business? [04]

CO1	L1
CO3	L1

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	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;