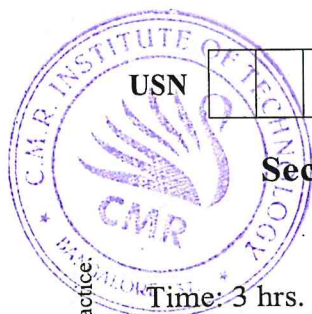


# CBCS SCHEME

16/17MBA26



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## Second Semester MBA Degree Examination, Aug./Sept.2020 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. Distinguish between Entrepreneurs and Intrapreneurs. (02 Marks)  
b. As a potential entrepreneur, how would you construct a business plan to satisfy your banker? (06 Marks)  
c. What is Entrepreneurship? Discuss the various types of Entrepreneurs. (08 Marks)
- 2 a. What is Feasibility Study? (02 Marks)  
b. Explain the characteristics of successful entrepreneurs with reference to a successful entrepreneur. (06 Marks)  
c. As a consultant, how would you prepare a project report for a client who is starting a new business venture? (08 Marks)
- 3 a. Expand i) NSIC ii) KVIC iii) NIESBUD iv) SIDO. (02 Marks)  
b. What are the salient features of New Small Enterprises Policy of 1991? (06 Marks)  
c. What are the various pit falls of the Family Business? Suggest strategies to enhance the capacity of Family Business. (08 Marks)
- 4 a. What is Single Window System? (02 Marks)  
b. Explain the "3 Circle" model of Family Business. (06 Marks)  
c. Write a short note on : (08 Marks)  
i) NABARD ii) SIDBI.
- 5 a. What is Hindu Undivided Family? (02 Marks)  
b. State the similarities and differences between the domestic and international entrepreneurship. (06 Marks)  
c. Explain various strategies for the entry of entrepreneurs into International Business. (08 Marks)
- 6 a. What is Social Entrepreneurship? (02 Marks)  
b. State and explain the barriers to International Trade. (06 Marks)  
c. Explain the stages of Venture Capital Process. (08 Marks)
- 7 a. Name the types of Venture Capital Firms. (02 Marks)  
b. What is Rural Entrepreneurship? Discuss the challenges and opportunities associated with Rural Entrepreneurship. (06 Marks)  
c. Write short note on : (08 Marks)  
i) Stand – up India ii) Start – up India.

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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.

**8 CASE STUDY (Compulsory) :**

Sharmila and Leena were very close friends since school days accompanying each other not only to play ground but also to the health club and the gymnasium.

In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not coincidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness.

Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporate were promoting health consciousness in their employees, offering gymnasium membership or housing a fitness centre within the premises.

Sharmila and Leena have now started puffing their heads together and are in the process of conceiving a business plan in the context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counseled that a fitness centre with a beauty saloon along with a facility for stress management could be the right combination.

However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately Sharmila has almost been offered a place by her uncle at Bengaluru in his new residential building on lease and family and relatives may garner a maximum of 75 lakhs, but balance would have to be raised from other sources.

**Questions :**

- a. Prepare a business plan for Sharmila and Leena's business idea. (04 Marks)
- b. What sources of finance can they explore? (04 Marks)
- c. How can they carry out staffing of their venture? Do you envisage any training needs? (04 Marks)
- d. Design a Marketing strategy for the venture. (04 Marks)

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