

CBCS SCHEME

18MBA26



Second Semester MBA Degree Examination, Dec.2019/Jan.2020 Entrepreneurship Development

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Differentiate between Intrapreneur and Entrepreneur. (03 Marks)
b. Explain the characteristics of successful Entrepreneurs. (07 Marks)
c. List and discuss the various types of Entrepreneurs. (10 Marks)
- 2 a. What do you mean by Business plan? (03 Marks)
b. Explain the steps in preparing the marketing plan. (07 Marks)
c. Elucidate briefly the steps in Business plan process. (10 Marks)
- 3 a. Differentiate between small and large scale industry. (03 Marks)
b. List and explain the function of DICs. (07 Marks)
c. Write a note on : IDBI and NABARD. (10 Marks)
- 4 a. What is 3 circle model of family business? (03 Marks)
b. Explain the rights and responsibilities of share holders of a family business. (07 Marks)
c. Briefly discuss the pitfalls of family business. (10 Marks)
- 5 a. What is franchising? (03 Marks)
b. Distinguish between International and Domestic Entrepreneurship. (07 Marks)
c. Discuss the importance of International Business to the firm. (10 Marks)
- 6 a. Define the term Venture capital. (03 Marks)
b. Explain various problems of Rural Entrepreneurship. (07 Marks)
c. Illustrate the various stages of Venture Capital Financing. (10 Marks)
- 7 a. What is Globalisation? (03 Marks)
b. Discuss the mode of entry into international business. (07 Marks)
c. Explain the advantages and disadvantages of "Make in India". (10 Marks)
- 8 **CASE STUDY :**

Vishwanath is a founder of Jai Hind Engineering, which is a private limited 100 percent export oriented company employing 200 workers. From past 15 years he is looking after business. He had two children , a son and a daughter. His son, Veerendra is a mechanical engineer. He joined the business 5 years back and spend more of his time in the production division. His daughter Vidya is a law graduate, she joined the business 3 years back and takes care of office administration.

Vidya got married to Milind 5 years back. Milind is an industrial production engineer and also a post graduate in business administration from the Bajaj Institute of management.

He was working for Mahindra at the time of marriage. 3 years back Vishwanath has a mild heart attack. He requested his son-in-law, Milind to resign his job and join the family business. From the last two years Milind has been running the business very well and with little assistance from his father-in-law even though Milind is shouldering all the responsibilities and taking major decisions he has been given nothing in writing that states that he will take most decisions.

Vishwanath was slowly planning for his retirement and want his son to be the president of the Company when he retires completely from the business. He also insists that Milind involves Veerendra in decision making process. However Veerendra does not have good understanding of the business practices nor is he capable of making financial and marketing decisions. He spends most of his time working in the production division and avoiding management responsibility. In spite of his limitation Veerendra wants to be the president of the company and take over from his father.

At present Milind is paid a lesser salary than Veerendra despite putting in more hours of work and is contributing more to the family business. Both Vishwanath and Veerendra are happy with Milind's performance but feel the title should go to Veerendra. Vishwanath plans to make Vidya co-president with equal share in ownership. But Milind and Vidya are quite upset over the lack of acknowledgement of their true roles. Milind is extremely bitter the situation and may quit some day he says will not work for and be answerable to Veerendra.

Questions :

- a. Who should have the title of the President and why? (10 Marks)
- b. If you were in the position of Milind, what would be your decision? Elaborate. (10 Marks)
