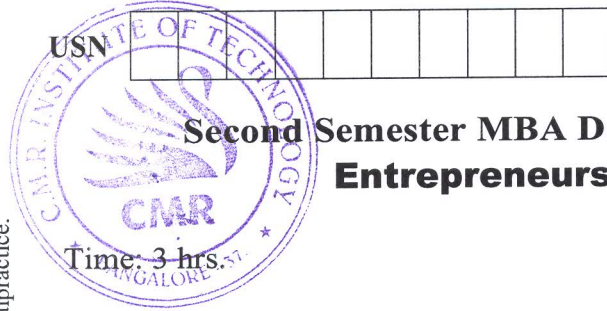


CBCS SCHEME

20MBA26



Second Semester MBA Degree Examination, June/July 2023 Entrepreneurship and Legal Aspects

Max. Marks: 100

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

- 1 a. What is meant by Entrepreneurial Culture? (03 Marks)
b. Elucidate the role of creativity in Entrepreneurship. (07 Marks)
c. Explain the steps of the creative problem solving process. (10 Marks)
- 2 a. What is a Feasibility study? (03 Marks)
b. Elucidate on how would you prepare a model project for an entrepreneur who want to start a new venture. (07 Marks)
c. What is a Business Model? Design a business model canvas for a startup Company. (10 Marks)
- 3 a. What is Industry Analysis? (03 Marks)
b. Elucidate on SWOT analysis with special reference to banking industry. (07 Marks)
c. What is Market Research? Explain the process of Market Research for new venture. (10 Marks)
- 4 a. What is an Entrepreneurial Finance? (03 Marks)
b. Write short note on :
i) Single window system. (07 Marks)
ii) Indian Institute of Entrepreneurship. (07 Marks)
c. As a Finance Manager, draft a financial plan for a new project forecasting the internal and external sources of finance. (10 Marks)
- 5 a. What is Breach of Contract? (03 Marks)
b. Explain various objectives of Environment Protection Act. (07 Marks)
c. What are the various functions and services of NABARD? (10 Marks)
- 6 a. What are Geographical Indications? (03 Marks)
b. What are the merits of patents? (07 Marks)
c. What is Corporate Social Responsibility [CSR]? Is it really important for a Business Organisation? (10 Marks)
- 7 a. Distinguish between Entrepreneur and Intrapreneur. (03 Marks)
b. Construct a business plan for an Organisation of your choice. (07 Marks)
c. Highlights on New Industrial Policy 2020 – 2025. (10 Marks)

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) :

A vital retirement issue is one with the loss of experience and information. With retirement the employees leave the workplace, taking years of expertise and ability all along with them. But American Express found a way to retain this through a pilot program. AMEX created a team of workers transformation group that would allow retiring members to step by step provide some of their day to day responsibilities. In return, the person would spend some of this time mentoring and educating classes to successors. This resulted in phased retirement, permitting personnel to leave steadily and revel in extra time whilst nevertheless taking part in a component of their preceding salary and regular benefits. This additionally meant that some personnel stayed a year or more previous traditional retirement age.

AMEX believes this software is a success. Allowing senior personnel to experience their final years of work in a decreased capacity as properly as educating the current group of workers for future success.

Questions : **CMRIT LIBRARY**
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- a. According to you, does the software created by AMEX will really strategise? Give your opinion. (10 Marks)
- b. As a H.R. Manager what are the other retirement resolution strategies you would like to devise for the betterment of organisation and retiring employees? (10 Marks)
