



Second Semester MBA Degree Examination, June/July 2025
Entrepreneurship Development

Max. Marks: 100

- Notes: 1. Answer any **FOUR** full questions from Q.No. 1 to Q.No. 7
 2. Question No. 8 is compulsory.
 3. M: Marks, L: Bloom's level, C: Course outcomes.

| | | M | L | C |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|-----|
| Q.1 | a. Define the terms; entrepreneur, enterprise and entrepreneurship | 3 | L1 | CO1 |
| | b. Discuss various sources of creativity and innovation? | 7 | L2 | CO2 |
| | c. List and explain functions of District Industry Centers (DICs). | 10 | L1 | CO2 |
| Q.2 | a. Discuss the terms Business model and business plans | 3 | L2 | CO2 |
| | b. Elucidate briefly the steps in business planning Process | 7 | L3 | CO1 |
| | c. Explain ostwardler's Business model canvas with hypothetical example. | 10 | L1 | CO1 |
| Q.3 | a. Differentiate between intrapreneur and entrepreneur | 3 | L4 | CO2 |
| | b. Explain the various characteristics of successful entrepreneur | 7 | L1 | CO1 |
| | c. Briefly explain role of entrepreneurship in economic development. | 10 | L1 | CO4 |
| Q.4 | a. Define Synectics and heuristics. | 3 | L1 | CO1 |
| | b. Explain the ethical and social responsibility issues facing managers today. | 7 | L1 | CO1 |
| | c. What role does entrepreneurship play in driving innovation and investment in the current global economy? | 10 | L4 | CO2 |
| Q.5 | a. Differentiate between Creativity and Innovation | 3 | L4 | CO2 |
| | b. What do you understand by the term Start Up? Explain the different stages of Start up. | 7 | L2 | CO2 |
| | c. Write short notes on NABARD, SIDBI and IDBI. | 10 | L2 | CO1 |
| Q.6 | a. Define e-Entrepreneur. | 3 | L2 | CO2 |
| | b. Explain importance of rural entrepreneurship | 7 | L1 | CO1 |
| | c. What is business plan and list different the steps involved in Business plan Process and write format of Business Project Report. | 10 | L3 | CO2 |
| Q.7 | a. How Angel investors different from Venture Capitalist. | 3 | L4 | CO1 |
| | b. What key factors should an entrepreneur consider before pitching their startup to a venture capital firm, and how can they effectively demonstrate scalability and return on investment? | 7 | L5 | CO3 |
| | c. Explain the advantages and Disadvantages of "Make in India" Program. | 10 | L1 | CO2 |

Compulsory Questions

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| Q.8 | <p>In the village of Belur, Karnataka, Meena Devi, a 35-year-old homemaker, transformed her life by launching a handmade herbal soap business. Inspired by traditional knowledge and the abundance of neem, tulsi, and aloe vera in her village, Meena enrolled in a rural entrepreneurship program supported by NABARD and a local NGO. With an initial loan of Rs.50,000, she purchased basic equipment and raw materials.</p> <p>Meena started with a production capacity of 50 soaps per day. She marketed her products in local weekly markets and through WhatsApp groups. As demand grew, she expanded operations and employed 10 women from her Self-Help Group (SHG), increasing production to 200 soaps daily. Her monthly income rose from Rs.3,000 to Rs.25,000, and she registered her brand, "GramaSugandha".</p> <p>With further support from Karnataka's Rural Marketing Scheme, Meena's soaps reached nearby towns like Hassan and Chikmagalur. Her success encouraged other women to start small ventures in pickles, papad, and handicrafts, creating a ripple effect in the village.</p> <p>Answer the Following questions</p> | | | |
| | a. What resources did Meena use to start her business? | 05 | L5 | CO4 |
| | b. How did she market her products? | 05 | L5 | CO4 |
| | c. What impact did her business have on others? | 05 | L5 | CO4 |
| d. What helped her scale the business? | 05 | L5 | CO4 | |