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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : JUNE – JULY-2022
SEMESTER - III

Sub: Entrepreneurship Development & Project Management (MBA - 305)

Date: 30/06/2022

Total marks: 60

Time: 2.00 pm to 4.30 pm

SECTION - I

Q. 1. Fill in the blanks. (05)

1. What is the hallmark of a successful entrepreneur?

a) Risk Bearing	b) Persistence
c) Flexibility	d) Self Confidence
2. _____ entrepreneurs are extremely task oriented

a) Fabian	b) Technical
c) Business	d) Induced
3. ECGC stands for _____

a) Export Credit & Guarantee Company	b) Export Credit & Guarantee Collaboration
c) Export Company & Guarantee Corporation	d) Export Credit & Guarantee Corporation
4. NIESBUD stands for _____

a) National Institution for Entrepreneurship & Small Business Development	b) National Institute for Enterprise & Small Business Development
c) National Institute for Entrepreneurship & Small Businessman Development	d) National Institute for Entrepreneurship & Small Business Development
5. _____ applied the word entrepreneur to business for the first time.

a) Joseph Schumpeter	b) Richard Cantillon
c) Robert Owen	d) Max Weber

Q. 2. Answer the following. (Any Two) (20)

1. Explain the role of Educational Institutions for Entrepreneurial Development.
2. State the objectives and functions of NIESBUD.
3. Define entrepreneurship. Discuss its importance in building economy of the nation.
4. What are different types of entrepreneurs.

Q. 3. Write notes on. (Any Two) (10)

1. NGO in entrepreneurship development
2. Technical Entrepreneur
3. Challenges faced by Women Entrepreneurs
4. Social Entrepreneur

SECTION - II

Q. 4. Case Study

(15)

One day 2 or 3 billion people will have cell phones, and they are all not going to have PC's," says Jeff Hawkins, inventor of the Palm Pilot and chief technology officer for Palm One. "The mobile phone will become their digital life," Hawkins predicts. After a slow start, mobile phones have become more ubiquitous- there are 1.5 billion in the world today- and smarter. Today's most sophisticated phones already have the processing power of a mid-2010s PC while consuming 100 times

less electricity. The phones are used to send e-mail, browse the web, take pictures, and play video games. Hawkins predicts that within the next few decades all phones will be mobile phones, capable of receiving voice and internet signals at broadband speeds, and that mobile-phone bills will shrink to a few dollars a month as phone companies pay off their investment in new networks. New smart phones in the works include Palm's pocket-size Treo600, with a tiny keyboard, a built-in digital camera, and slots for added memory; and Motorola's MPx, which features a "dualhinge" design. The handset opens in one direction and appears to be a regular phone, but it also flips open on another axis to look like an e-mail device, with the expanded phone keypad serving as a small, conventional qwerty keypad. Being witnessed with the tremendous growth in the mobile phone market all over the world, it became inevitable for the companies dealing with mobile phones to launch/upgrade a new version or new mobile for every six months. The utility of the mobile phone increased drastically in the daily lives of the people and being considered as 'extended organ' for the human race.

Questions:

1. At this junction, if you are an Entrepreneur in the mobile phone market in India, how do you assess the future demand for mobile phone market in India?
2. What are the factors to motivate Indian consumers for using smart phones?

Q. 5. Answer the following:

(10)

- a) Write about 4 entrepreneurs whom you would like to follow and why.

OR

- b) Explain the characteristics of a successful entrepreneur.