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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2022
SEMESTER - III
Sub: Entrepreneurship Development (MBA301)

Date: 19/12 /2022

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. Which of the following areas in which entrepreneurs does not have a positive and lasting impact?
a) Employment Generation b) National Production
c) Dispersal of Political Power d) Balanced Regional Development
2. An is a person who comes up with new product ideas, new processes, new markets, etc., within the context of an existing organization.
a) Entrepreneur b) Intrapreneur
c) Both (a) & (b) d) None of the above
3. The is the executive agency for the promotion and development of the village and small industries sector at state government level.
a) Directorate of Industries b) Small Scale Industries Board
c) Small Scale Industries Board d) The Small Industries Development Organization
4. Which of the following is not the obvious reason for failure of the businesses?
a) Lack of a proper business idea b) Flaws in the business plan
c) Adequate finance d) Competition
5. A simple idea leads on to another idea, which may lead no to another in the course of
a) seminars b) informal enquiry
c) forum discussion d) brainstorming

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

(20)

1. Explain in detail the difference between an Entrepreneur and an Intrapreneur.
2. Explain in detail the process of Venture Capital Funding.
3. Explain the role of Central Government in developing Entrepreneurship in India.
4. Enumerate and expand on Peter Drucker's "Four Entrepreneur Pitfalls".

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

(10)

1. Role of ICICI and IDBI in financing a project
2. Factors of Internal Environment
3. DIC

SECTION – II

Q. 4. Case Study

(15)

‘Delicious Sweet Shop’ is a confectionary shop that prepares and offers a variety of sweets. The shop is doing reasonable business. But often there is a complaint about the non-uniform sizes and shapes of its sweets. By the time the consumers take the sweets home, the sweets and other delicacies lose their shape. Although the owner has informed the workers and others about the same yet there is no improvement. There are no technical problems in terms of mixing and other preparation problems. Also sometimes problems are raising in transportation. No quality control system is available. Customers are becoming restless due to the esthetic value of the products at the end.

Q 1. What are the major problem areas?.

Q 2. What are the probable solutions available?

Q 3. Suggest the Government Organization which provides guidance.

Q. 5. Answer the following:

(10)

- a) Enumerate the characteristics of successful entrepreneur.

OR

- b) What is Environmental Analysis with reference to Entrepreneurship?
