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EXAMINATION: DECEMBER - 2022

SEMESTER - III

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

| Date: | 19/12/2022 | Total marks: 60 | Time: 10.00 am to 12.30 pm |
|-------|---|-----------------------|----------------------------|
| | | SECTION - I | |
| Q. 1. | Fill in the blanks. | | (05) |
| 1. | "Entrepreneur" word is derived from word 'entreprede' which means "to undertake". | | |
| | a) Frenchc) Roman | b) German d) Latin | |
| 2. | Which of the following environmental factor is not within the control of an entrepreneur? | | |
| | a) Company Mission | b) Competition | |
| 3. | c) Finance d) Suppliers Which of the following factor in SWOT analysis pertains to the internal business environment? | | |
| | a) Opportunity | b) Threat | |
| | c) Strength | d) None of these | |
| 4. | The entrepreneur must estimate the | | |
| | c) Demand | d) Supply | |
| 5. | A simple idea leads on to another idea, which may lead no to another in the course of | | |
| | a) seminars | b) forums | |
| | c) brainstorming | d) informal enquiry | |
| Q. 2. | Answer the following. (Any Two) 1. Discuss various barriers faced by entrepreneurs. | | (20) |
| | 2. Explain the stages in entrepreneurial process. | | |
| | 3. What are the different types of Entrepreneurs? | | |
| | 4. State objectives and functi | ions of NIESBUD | |
| Q. 3. | Write notes on. (Any Two) | | (10) |
| | 1. Social Entrepreneur | | |
| | 2. Challenges faced by Women Entrepreneurs | | |
| | 3. NGO and Entrepreneurship Development | | |
| | 4. Difference between Entrepreneur and Manager | | |
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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.

Questions:

- 1. What are the major problem areas?
- 2. What are the probable solutions available?
- 3. Suggest a suitable title to the case.

Q. 5. Answer the following:

(10)

a) Explain characteristics of a successful entrepreneur.

OR

b) What are the various factors influencing mobility of entrepreneurs?