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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - III

Sub.: Entrepreneurship Development (MBA301)

Date : 30/05/2024

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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- Q. 1. Write Short notes on (Any Three) (15)**
1. Difference between an Entrepreneur and an Intrapreneur.
 2. Marketing problem faced by Entrepreneurs
 3. Marketing Plan and Financial Plan
 4. District Industries Centre
 5. Factors of Internal Business Environment
- Q. 2. Answer in detail (Any One) (10)**
1. Enumerate the characteristics of successful entrepreneurs.
 2. Explain in brief the elements of a Business Plan.
- Q. 3. Answer in detail (Any One) (10)**
1. What are the general incentives and facilities offered by the government in encouraging Entrepreneurship in India?
 2. State the obvious and traditional reasons why Entrepreneur fail?
- Q. 4. Answer in detail (Any One) (10)**
1. What is the Role of Women Entrepreneurs? What problems do they face in India?
 2. Which are the sources currently available in the market to raise funds by an Individual?
- Q. 5. Case study: (15)**

Title: Navigating Entrepreneurial Challenges in Today's World

Introduction

In the ever-evolving landscape of business, entrepreneurs face a multitude of challenges that demand resilience, innovation, and adaptability. This case study delves into the journey of Sarah, a budding entrepreneur, as she encounters and overcomes obstacles in launching her sustainable fashion startup, EcoChic.

Background

Sarah, an environmentally conscious fashion enthusiast, envisioned EcoChic as a platform to promote sustainable and ethical fashion practices. Armed with a passion for sustainability and a flair for design, she embarked on her entrepreneurial journey.

Challenges Faced

1. Funding Constraints:

Sarah encountered her first major hurdle in securing adequate funding to kickstart EcoChic. Traditional lenders were hesitant due to the risky nature of startups, and

venture capitalists were skeptical about the profitability of sustainable fashion ventures. Despite facing numerous rejections, Sarah persevered, exploring alternative funding avenues such as crowdfunding platforms and angel investors who shared her vision.

2. Supply Chain Complexities:

Establishing a sustainable and ethical supply chain proved to be another formidable challenge for Sarah. Sourcing eco-friendly materials and partnering with ethical manufacturers required extensive research and negotiation. Additionally, ensuring transparency and traceability throughout the supply chain posed logistical challenges. Sarah navigated these complexities by forging strategic partnerships with certified suppliers and implementing stringent quality control measures.

3. Market Saturation and Competition:

In an increasingly crowded marketplace, standing out amidst competition posed a significant challenge for EcoChic. Established fashion brands dominated consumer mindshare, making it challenging for a newcomer like EcoChic to gain traction. Sarah tackled this obstacle by leveraging digital marketing strategies, emphasizing EcoChic's unique value proposition, and cultivating a loyal customer base through engaging storytelling and community-building initiatives.

Conclusion

Sarah's journey with EcoChic highlights the myriad challenges faced by entrepreneurs in today's world and the innovative strategies required to overcome them. By addressing funding constraints, supply chain complexities, and market saturation head-on, entrepreneurs can carve a path to success and make a meaningful impact in their respective industries.

Questions:

- 1) How can entrepreneurs effectively overcome funding constraints in today's competitive business landscape?
 - 2) What strategies can entrepreneurs employ to navigate supply chain complexities and ensure sustainability and ethical practices?
 - 3) In what ways can entrepreneurs differentiate their brand and gain a competitive edge in saturated markets?
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