

Reg. No.

Question Paper Code

11989

13 JUL 2023

M.B.A - DEGREE EXAMINATIONS, APRIL / MAY 2023

First Semester

Master of Business Administration

20MBT107 - ENTREPRENEURSHIP DEVELOPMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Developing Countries need imitative rather than Innovative Entrepreneurship. Comment on this statement. | 2,K2,CO1 |
| 2. Short notes on Fabian Entrepreneur and Drone Entrepreneur. | 2,K2,CO1 |
| 3. How are creativity and innovation related to idea generation? | 2,K2,CO2 |
| 4. List down the benefits enjoyed by a first mover in business. | 2,K1,CO2 |
| 5. While choosing a location for an aquaculture firm, what are the essential factors that you have to look for? | 2,K2,CO3 |
| 6. Write down any five venture capital firms supporting Entrepreneurs in India. | 2,K2,CO3 |
| 7. Discuss the barriers faced by women entrepreneurs. | 2,K2,CO4 |
| 8. Who is referred to as a Technopreneur? Give some Examples. | 2,K1,CO4 |
| 9. Differentiate between Merger & Acquisition and Joint Venture. | 2,K2,CO5 |
| 10. How is franchising differ from licensing? | 2,K2,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Summarize the various Govt. Schemes in enhancing entrepreneurship in India with its importance. 13,K2,CO1
- OR**
- b) Explain the various types of entrepreneurs. Also highlight the advantages and disadvantages of being a entrepreneur. 13,K2,CO1
12. a) Elaborate the model of the Opportunity Recognition Process. 13,K2,CO2
- OR**
- b) Prioritise and explain the steps involved in launching a business. 13,K2,CO2
13. a) Distinguish between seed funding, venture capital funding and angel investor funding and also recommend the stages of entrepreneurs who are entailed to obtain funding from those funding agencies. 13,K2,CO3

OR

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

11989

b) Explain the various sources of raising capital for a business. 13,K2,CO3

14. a) Evaluate the opportunities and challenges for Agri-preneurs in India. 13,K3,CO4

OR

b) Explain the importance of women entrepreneurship and also put light on the various schemes of govt. to promote women entrepreneurship. 13,K2,CO4

15. a) Explain the term MSME and also highlight various schemes under which MSME can be benefited. 13,K2,CO5

OR

b) Explain the various supporting agencies for entrepreneurship guidance in India. 13,K2,CO5

PART - C (1 × 15 = 15 Marks)
(Compulsory)

16. a) **Case Study:** 15,K5,CO6

On one of those pleasant cold February mornings, Sanjay Nandrajog, the Chief Executive Officer of *FieldFresh Foods Private Limited*, pondered the future. He had just returned to Delhi from the company's Agri Centre of Excellence (ACE), an R&D farm where he celebrated the dispatch of 500 metric tons of fresh baby corn to Europe. The top management team at FieldFresh was justifiably proud of this achievement as it required tremendous effort to become an important exporter of Indian produce.

FieldFresh had been incorporated in 2004 with the vision of linking Indian fields to the world. India had a number of natural advantages in terms of climate, acres in production, and labor force to become a major power in agriculture. However, a poor infrastructure and an antiquated regulatory regime had stymied efforts to unleash India's promise. FieldFresh hoped to overcome those challenges to bring India to the forefront of the world's agriculture.

During its initial years of operation, FieldFresh had found out how difficult it was to build a supply chain for produce in India. The company had been through a phase of experimentation where it tried different sourcing models, logistical options, and crops. After less than stellar results, the company had decided to concentrate on one crop, baby corn. Over the next 24 months, the FieldFresh team adapted logistics to overcome crowded and crumbling roads, irregular power supply, and bureaucratic procedures. The company worked with thousands of farmers to gain their trust. By 2010, the FieldFresh team had been able to create an efficient supply chain for baby corn across Punjab and Maharashtra at all levels— input delivery, credit, irrigation, timely scientific advice, production as per specifications of European market, careful harvesting, improved produce handling, clean and fast transportation, proper management of cold chain storage environment,

gaining safety certification, as well as grading, packaging, and labeling to meet international standards. But success brought with it the expectation of growth. Nandrajog had a number of questions to answer before he could articulate a plan.

Questions:-

- a). Should FieldFresh grow opportunistically into different foreign markets as retailers and wholesalers demanded different products for their respective markets?
- b). Should FieldFresh continue to focus on baby corn, whose supply chain-market linkages it had perfected, or should the company expand the range of products it would supply?
- c). Should FieldFresh continue to maintain its primary export focus, or shift relative emphasis to the growing domestic market?