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Question Paper Code	12479
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**MBA - DEGREE EXAMINATIONS, NOV / DEC 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,<br/>K-Level, CO</i> |
|--|-------------------------------|
| 1. Recall the various views of entrepreneurship, its nature and characteristics.   | <i>2,K1,CO1</i>               |
| 2. “Without vision, the people perish. Without entrepreneurship, the economy and business stagnate”. (Ralph Horwitz). What is your opinion on the statement? | <i>2,K1,CO1</i>               |
| 3. How are creativity and innovation related to idea generation?   | <i>2,K2,CO2</i>               |
| 4. “Franchising the business is the best opportunity to expand a business”. Substantiate your views about it.  | <i>2,K2,CO2</i>               |
| 5. Write the definition of a Start-up as given by DPIIT.   | <i>2,K1,CO3</i>               |
| 6. Seed capital boosts up the initial stage of business– Outline.  | <i>2,K2,CO3</i>               |
| 7. List down any 5 schemes by Government of India for promoting women Entrepreneurship.  | <i>2,K1,CO4</i>               |
| 8. Who is referred to as a Technopreneur? Give some Examples.  | <i>2,K1,CO4</i>               |
| 9. What is called an Ancillary unit?   | <i>2,K1,CO5</i>               |
| 10. Differentiate between Merger & Acquisition and Joint Venture.  | <i>2,K2,CO5</i>               |

**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 an entrepreneur. *13,K2,CO1*
12. a) Explain 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) Explain the various sources of raising capital for a business. *13,K2,CO3*
- OR**
- b) Illustrate the process for registration of start-up in India and also highlighting the policies of the same. *13,K2,CO3*
14. a) Explain rural entrepreneurship with special emphasis on types, features, need and advantages. *13,K2,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) “Sickness in small scale sector is growing at an alarming rate.” Critically examine the factors responsible for this and suggest a suitable strategy to lower the mortality rate. *13,K4,CO5*

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

16. a) **Case Study:-** *15,K4,CO5*
- Anita Roddick started the body shop in Brighton, England, in 1976. The company was established to sell cosmetics and lotions that were environmental friendly and were not tested on animals. The company caught the 1980s wave of the growing awareness of ecology and the company grew at a phenomenal rate. The rapid growth has not been without problems. Many competitors entered the market after seeing the success of the body shop. The body shop, which has always relied on publicity instead of advertising, may now need to change its promotional strategy. In addition, stockholders are not always happy with the company's philosophy of doing good instead of concentrating on profits. Finally, personnel issues have surfaced and the company lost a husband and wife team that was responsible for developing one of the body shop's most successful product lines. Amid all of these problems, Anita admits that running a large, bureaucratic company is like death. The most common criticism is that the company lacked a plan for the future and had no clear sense of direction in its marketing. By the end of the decade, the company was dramatically restructured, manufacturing was divested, and Roddick took a back seat as a new CEO was brought in. However, Christmas sales in the year 2000 were poor and in the early part of 2001, the company showed a decline in sales when compared to the previous year.

**Questions:**

- (a) In what ways is the body shop experiencing problems similar to those of many rapidly growing companies?
- (b) If you were hired as a consultant, which problem would you consider most critical?
- (c) In what ways could the company innovate radically? Identify some adventurous directions the company might consider.
- (d) Why are sales in the United States not increasing when sales in other countries are improving?
- (e) What should the body shop do in the United States?