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Question Paper Code	13382
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**MBA - DEGREE EXAMINATIONS, NOV / DEC 2024 (JAN – 2025)**

First Semester

**Master of Business Administration**

**24MBT107 - ENTREPRENEURSHIP DEVELOPMENT**

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

	Marks	K- Level	CO
1. List the phases of entrepreneurship.	2	K1	CO1
2. Identify the qualities of a successful entrepreneur.	2	K2	CO1
3. Rephrase SCAMPER.	2	K1	CO2
4. Illustrate design thinking contributes to idea development.	2	K2	CO2
5. Show the significance of inventory control.	2	K1	CO3
6. Name the types of distribution channels used in business.	2	K2	CO3
7. Highlight the importance of bootstrapping.	2	K1	CO4
8. Point out the roles of MSME in supporting startups.	2	K2	CO4
9. Infer NABARD and its role in supporting entrepreneurs.	2	K1	CO5
10. Tell the importance of MUDRA in supporting small businesses.	2	K2	CO5

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Illustrate the different types of entrepreneurs and their roles in economic development.	13	K3	CO1
<b>OR</b>			
b) Analyze the Indian start-up ecosystem, highlighting key clusters and government support.	13	K3	CO1
12. a) Classify the different techniques for generating ideas and explain their applications in entrepreneurship.	13	K4	CO2
<b>OR</b>			
b) Analyze the role of the business model canvas in shaping an entrepreneurial venture.	13	K4	CO2
13. a) Outline the importance of plant utilization and maintenance in an entrepreneurial operation.	13	K3	CO3

**OR**

- b) Explain the importance of effective sales techniques and customer relationship management (CRM) in building long-term customer loyalty. What are some key sales strategies, and how do CRM systems help businesses manage and nurture customer relationships? 13 K3 CO3
14. a) Enumerate the role of angel investors in the start-up ecosystem. Discuss the characteristics of angel investors, the type of funding they provide, and how they differ from venture capitalists. Additionally, examine the benefits and potential drawbacks of accepting angel investment for a startup. 13 K4 CO4

**OR**

- b) Analyze the business accelerators, and how do they help startups scale quickly? Discuss the key benefits of joining an accelerator program, including mentorship, funding, and networking opportunities. Provide examples of prominent accelerators in India and globally and explain how they contribute to the growth of startups. 13 K4 CO4
15. a) Compare the functions of DIC, IDC, and TIIIC in promoting entrepreneurship in India. 13 K3 CO5

**OR**

- b) Analyze the support provided by MSME-TN and how it helps entrepreneurs in Tamilnadu. 13 K3 CO5

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

16. a) In 2022, Rahul and Meena, two fitness enthusiasts, identified a growing need for a holistic health and fitness solution in their city, Chennai. They noticed that while there were many gyms and fitness centers, none offered personalized fitness programs combining physical workouts, mental wellness, and dietary planning all under one roof. Using their expertise in fitness training and nutrition, Rahul and Meena developed the idea for FitGuru, a subscription-based service that provides personalized fitness programs, diet plans, mental wellness coaching, and online consultations. The service is delivered both online and in-person, allowing clients to choose a model that fits their lifestyle. 15 K5 CO3
- They started generating ideas by surveying people in their community and leveraging social media to identify the gaps in the market. Their analysis revealed that people wanted flexible and holistic fitness solutions that they could access both at home and in fitness centers. Rahul and Meena used this data to validate their business idea. To fund the venture, they secured an initial investment through family and friends and applied for government schemes that support new businesses in the fitness industry. With the help of these funds, they launched Fit Guru with a small team of fitness coaches and

nutritionists. They also partnered with local mental health experts to offer mental wellness programs.

Despite the initial excitement, Rahul and Meena faced challenges such as managing cash flow, hiring a competent team, and building brand awareness in a competitive market. However, they implemented strategies like offering free trial sessions and collaborating with influencers to attract customers. By the end of 2023, Fit Guru had over 500 paying customers and had broken even. The founders now aim to scale their business to other cities using a franchise model.

**Questions:**

- i. If you were advising Rahul and Meena, what additional strategies would you recommend for managing cash flow as they expand Fit Guru?
- ii. What alternative business models could Fit Guru consider to reach new customer segments, and what are the potential risks involved?