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Question Paper Code	13788
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MBA - DEGREE EXAMINATIONS, APRIL / MAY 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

	<i>Marks</i>	<i>K – Level</i>	<i>CO</i>
1. Identify the differences between Entrepreneur & Entrepreneurship.	2	K3	CO1
2. Recall the functions performed by the Entrepreneur.	2	K1	CO1
3. Show the objectives of Reverse thinking.	2	K2	CO2
4. What is SCAMPER in Entrepreneurship?	2	K1	CO2
5. Outline the importance of Inventory control in Entrepreneurship.	2	K2	CO3
6. List any four resource handling and quality control techniques in Entrepreneurship.	2	K1	CO3
7. State the role of Venture Capital in entrepreneurial development.	2	K2	CO4
8. Name the various sources of capital for business startup.	2	K1	CO4
9. Infer the lease financing method as a medium term source of finance for the entrepreneur.	2	K2	CO5
10. Define TIIC.	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

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|-----------|---|----|----|-----|
| 11. a) | Explain the different phase's of Entrepreneurship and illustrate with the help of a schematic diagram. | 13 | K5 | CO1 |
| OR | | | | |
| b) | Briefly interpret the challenges in entrepreneurship and predict the qualities of an entrepreneur with suitable examples. | 13 | K5 | CO1 |
| 12. a) | Categorize the techniques for generating ideas in Entrepreneurship and explain its sources of new idea with examples. | 13 | K4 | CO2 |
| OR | | | | |
| b) | Examine the steps involved in the preparation of project feasibility report and discuss the results of technical feasibility study. | 13 | K4 | CO2 |
| 13. a) | Discuss the marketing techniques used in the operations of Entrepreneurship with suitable illustration. | 13 | K6 | CO3 |

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

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OR

- b) Elaborate on the channels of distribution in Entrepreneurship operations and evaluation of social media with suitable examples. 13 K6 CO3

14. a) Explain the registration process of Entrepreneur with block diagram. 13 K5 CO4

OR

- b) Interpret how government policies and regulations are encouraging the small and medium scale enterprises to develop their businesses. 13 K5 CO4

15. a) Examine the role and importance of NABARD-SIDBI-DIC towards Entrepreneurship with illustration. 13 K4 CO5

OR

- b) Inspect the process of business incubation and incentives given by Government of India for the same and analyze the LLP based models of business incubation. 13 K4 CO5

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

16. a) Sana is the branch manager of ABC Handicrafts Pvt. Ltd. The company's objective is to promote the sales of Indian handloom and handicraft products. It sells fabrics, furnishings, ready-mades and household items are made out of traditional Indian fabrics. 15 K6 CO3
- Sana decides quantities, variety, colour and texture of all the above items and then allocates resources for their purchase from different suppliers. She appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk. Although the products looked very attractive and impressive, they were relatively expensive on the front of affordability for an average customer. Sana suggested that they should keep the silk bed covers for special festive occasions and offer the cotton bed covers on a regular basis to keep costs under control.
- In the above case "company's objective is to promote the sales of Indian handloom and handicraft products." Explain how Sana would promote ABC Handicrafts Pvt Ltd.