



Code: 14E00303

MBA III Semester Regular & Supplementary Examinations November/December 2017

ENTREPRENEURSHIP DEVELOPMENT

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Explain entrepreneur's competencies and entrepreneurial scenario in India.
- OR**
- 2 Write the role of government in the promotion of entrepreneur.
- 3 What is the source of capital? Explain the differences between seed capital and venture capital.
- OR**
- 4 Explain the types of investors and private offerings.
- 5 Explain the concept of project and project proposal for entrepreneurship development.
- OR**
- 6 Explain the project planning and feasibility study in present business world.
- 7 Explain the generation of new entry opportunity and entrepreneurial strategy.
- OR**
- 8 Explain the market scope strategy and risk reduction strategies.
- 9 Explain women and rural entrepreneurship and EDPs in India.
- OR**
- 10 Explain the role of NGOs and organizing EDPs.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

Women entrepreneurship in India: A case study of Jaishree Kabra of Kothari Silk:

A lot of adapted analogue of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as: "a force that mobilizes added assets to accommodate unmet bazaar demand", the adeptness to actualize and body something from about nothing", "the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity". This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advance ante and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adeptness arrest entrepreneurship.

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Women entrepreneurs have a tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree's dynamic and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that none of their designs are ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises of sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar kameez dupatta set). Women are now proving to the world that their role in the society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in an entrepreneurship with clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and appropriate environment.

Questions:

- (a) Elucidate the details of women's entrepreneurship possible outcomes of this case.
- (b) What will be the reasons behind the entrepreneurial development in case of present study?
- (c) Suppose if you are the women entrepreneur, explain the role played by you for the economic development.
