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Hall Ticket No | | | | | | | | | | | Question Paper Code: CMB014

MBA IV Semester End Examinations (Regular) - May/June, 2018
Regulation: .–R16
ENTREPRENEURIAL DEVELOPMENT
(MBA)

Time: 3 Hours Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Explain the revolutionary impact of entrepreneurship objectives. [7M]
   (b) State the need for entrepreneurial mindset. 'The entrepreneurial revolution is a global phenomenon' -Discuss. [7M]
2. (a) Explain the integration corporate model of entrepreneurship strategy. [7M]
   (b) Discuss the advantages and disadvantages of entrepreneurship. [7M]

UNIT – II

3. (a) What is the need for corporate entrepreneurship? How will you conceptualize corporate entrepreneurship strategy? [7M]
   (b) Discuss the 'dark side' of entrepreneurship. Suggest entrepreneurial styles to overcome the same. [7M]
4. (a) What are the ways of preparing for entrepreneurship failure? Describe sustained corporate entrepreneurship model in detail. [7M]
   (b) What is the importance of entrepreneurship? Describe the motivating factors of entrepreneurs. [7M]

UNIT – III

5. (a) Discuss the advantages and disadvantages of acquiring an established venture. [7M]
   (b) What are the considerations to be borne in mind [7M]
      i. When buying a business and
      ii. Acquisition of an established business venture?
6. (a) How will you evaluate franchising opportunities? Discuss advantages and disadvantages of franchising. [7M]
   (b) What is process of innovation? How does process design influence the process of innovation? [7M]

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UNIT – IV

7. (a) Discuss the importance of patent. How will you secure a patent? [7M]
   (b) What is feasibility criteria approach? How does it help entrepreneurial ventures? [7M]

8. (a) What constitute trade secrets? How trademark is protected on internet? [7M]
   (b) What are the reasons for failure of new ventures? Discuss the critical factors for new venture development. [7M]

UNIT – V

9. (a) What are the reasons for the lack of strategic planning? Discuss the fatal visions in strategic planning. Suggest measures to overcome these barriers. [7M]
   (b) How will you integrate entrepreneurial and strategic actions? What are the benefits of this integration? [7M]

10. (a) 'Strategic positioning help in achieving an entrepreneurial edge' Discuss. [7M]
    (b) What are the unique managerial concerns of growing ventures? Explain. [7M]

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