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Total No. of Pages : 03

Total No. of Questions : 17

MBA/MBA IB (2018 Batch) (Sem.-2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Characteristics of Entrepreneur.
2. Traits of an entrepreneur.
3. First and second Generation Entrepreneur.
4. Invention and Creativity.
5. SWOT Analysis.
6. Business venture.
7. PERT and CPM.
8. Project Review.

SECTION-B**UNIT-I**

9. 'Entrepreneurs are made, not born.' Do you agree?
10. Explain the role and importance of entrepreneurship in economic development of any country.



UNIT-II

11. What do you understand by entrepreneurial strategies?
12. How creativity is related with business idea generation? Explain with example.

UNIT-III

13. What do you mean by protecting business idea? Explain the legal provisions associated with it.
14. Write note on steps to be followed for the success of entrepreneurial ventures.

UNIT-IV

15. What do you mean by project Management? Why it is necessary?
16. Explain in detail different sources of finance available for starting up new business.

SECTION-C

17. Case Study :

Emergency, Now Just a Call Away

Once Sweta Mangal, CEO & co-founder, Dial 1298, finished her masters in the US, she decided to return back to India. While she was in Tata AIG Life, her friend Shaffi Mather approached her with an idea, one that could result in saving lives of people in Mumbai. The idea was to start an Ambulance Service in Mumbai modeled around 911 of the US and 999 of the UK. *"I found the idea very interesting and decided to be a part of it. With limited resources, I along with four other friends founded the Dial 1298 for Ambulance service in Mumbai. The service started with ten ambulances in May 2005 and today, has 70 ambulances operating in Mumbai and Kerala,"* express Mangal.

With their unique business model, dial 1298 has become a case study at many foreign universities. Emergency medical services is an inherently loss making proposition worldwide to operate as a commercial venture but the 1298 ambulance project, with its unique model, has been operating for last four years on self-sustainable basis while providing universal access in case of emergency. *"We have been recognised for the cross subsidy model, has been operating for last four years now. As part of this recognition, Dial 1298 for Ambulance has been made a case study at Harvard Business School University of Michigan : Rose Business School. It has also been made a project study at Yale, NYU, Oxford, Stanford Princeton and LSE,"* informs Mangal adding, *"The experience has been very motivating for us ; it makes us feel students from the above universities visit us to understand the model and have also discussed with us ways and means of scaling up the service. The whole process of becoming a case study has been*



truly motivating ; knowing that top universities are teaching what we have built gives us immense amount of confidence not only in our work, but also in ourselves."

Mangal adds that though they did face a few challenges in the beginning, today they are highly satisfied and are pushing themselves to do better so that they can inspire more to follow their passion.

Indian Entrepreneurs are making waves throughout the world ; their ideas, technical knowledge and entrepreneurial skills have yielded unprecedented growth in income, employment and wealth. Their case studies are in fact now being studied at top universities across the globe.

Questions :

- a) How the above Entrepreneurs proceed with their innovations?
- b) What promoted these Entrepreneurs to initiate their Enterprises?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

