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Total No. of Pages : 03

Total No. of Questions : 17

MBA (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 has 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. Define "Entrepreneur".
2. Differentiate between reserve and surplus.
3. Differentiate between Entrepreneurship and Intrapreneurship.
4. What is meant by capital structure?
5. Describe briefly the concept of venture capital.
6. Differentiate between PERT and CPM.
7. Enumerate pre-requisites of a successful project.
8. What is meant by project life cycle?

SECTION-B**UNIT-I**

9. Entrepreneurs are made but not born? Do you agree? Give reasons in support of your arguments.



10. Why a woman opts for entrepreneurial path? Narrate the prospects and problems of an Indian women entrepreneur.

UNIT-II

11. Discuss the need for promotion of entrepreneurship in India.
12. How should a prospective entrepreneur formulate a good business plan? Illustrate with an example.

UNIT-III

13. Write the steps for planning the capital structure of a new company. Discuss the various means of financing available for a new venture.
14. What are the various forms of Intellectual property rights? Discuss the laws available in India to protect new ideas for an Entrepreneur.

UNIT-IV

15. What is the scope of Project Management? Discuss.
16. What is the rationale and need of Social Cost-Benefit Analysis (SCBA)? Explain Little Mirrlees approach for SCBA.

SECTION-C

17. **Case Study :**

Mrs. Kalpana Gupta was an intelligent, creative and energetic woman. In spite of being an M.Sc in chemistry, she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met American who was interested in artificial jewelers. She got that jewellery done through local artisans and then showed them to the American customer, who was highly appreciative. Later on few arrangements were made and Kalpana managed to get few orders from the Americans.

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides jewellery, she tried her hand in cane furniture also. She discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well as through observations, direct interactions with the customers and reading she formed practical

ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell out in domestic as well as in global markets. Later on, she stopped taking part in exhibitions and thus did not allow anyone to see her designs. Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.

Answer the following questions :

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| a. Identify the working environment of Kalpana Gupta. | 4 |
| b. Identify the advantages of Kalpana Gupta as a woman entrepreneur. | 4 |
| c. Critically examine "think global and act local" in case of Kalpana Gupta. | 4 |

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.