

Code: 17E00303

MBA III Semester Supplementary Examinations May 2019

ENTREPRENEURSHIP DEVELOPMENT

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Explain the features, advantages and disadvantages of sole trading and partnership.
OR
- 2 How important is the role of government in promoting entrepreneurship. Support your answer with example.
- 3 Discuss the support provided by National Small Industries Corporation Ltd (NSIC) and the Coir board to small scale industries in the country.
OR
- 4 Discuss the support provided by state level institutions to the entrepreneurs.
- 5 Explain project feasibility analysis in detail.
OR
- 6 Define project report. Enumerate the contents of project report.
- 7 What are the causes of formation of MSME policy in India? How are government organizations supporting them?
OR
- 8 Explain current schemes for MSMEs in India.
- 9 Discuss government of India policy measures to promote Women entrepreneurship in India.
OR
- 10 Explain the role of NGOs in developing rural entrepreneurship.

SECTION – B

(Compulsory Question, 01 X 10 = 10 Marks)

Case study:

Mr. X is the category manager of a new e-commerce startup www.xyz.com. The company is into the categories of mobile accessories, fashion, furniture and pet food. It is also planning to enter the grocery segment very soon.

X is the category manager for fashion which contributes 8% to the GMV (Gross Merchandise value of the company). The company is targeting aggressive growth for the category and plans to increase the contribution of the fashion category to 12% in the festive months of October-December.

The task before Mr. X is to increase the GMV of the category. While he has an increased promotional budget but he has to ensure that the cost of acquisition comes down by 10% as there is a lot of pressure from investors to control costs. The portal is a marketplace and hence all the merchandise is provided by the 12000 odd sellers on the portal. Out of this only 250 are active sellers whereas the productivity of the remaining sellers is less.

Questions:

- (a) What is the promotions plan (online and offline) that X needs to make so that the desired objective is to make?
- (b) What plans should the category manager make for merchandise, assortment.