



MBA III Semester Supplementary Examinations November/December 2018

ENTREPRENEURSHIP DEVELOPMENT

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

Time: 3 hours

Max. Marks: 60

PART – A

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

- 1 Who is an entrepreneur? Explain the characteristics of a successful entrepreneur.
- OR**
- 2 Discuss the role of government in the promotion of entrepreneurship in India.
- OR**
- 3 Write a short note on: (a) Intellectual property rights. (b) SWOT analysis.
- OR**
- 4 Briefly explain evolution of sources and methods of ideas planning and development of e-business ventures.
- OR**
- 5 Discuss the salient factors that induce small business project growth.
- OR**
- 6 Define project planning and explain its objectives.
- OR**
- 7 What are the characteristics of entrepreneurial marketing? How will you decide on your channel strategy?
- OR**
- 8 How do you design an appropriate training for new and existing entrepreneurs? Explain suitable training programmes.
- OR**
- 9 "Women entrepreneurship is important socio-economic development" Comment on it.
- OR**
- 10 Explain about EDPs and its importance with sufficient examples in Indian context.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

India's economy is going through a radical change. After initiation of many economic reforms business environment in the country has changed a lot. We have definitely moved towards free market economy. As a result of this many new opportunities have been created and at the same time new challenges and threats have also arisen out of the change. There were more than half a dozen organizations engaged in the production and distribution of cool drinks in India under different brand names. In the mean while two giant multinationals, namely "Pepsi" and "CoCo-Cola" also entered into Indian market. Consequently the existence and survival of home organizations come into Jeopardy due to cut-throat competition. Some of the logical organizations have disappeared and some other are just surviving on border line.

Questions:

- (a) How domestic organizations may cope with changing environment?
- (b) What have been their strengths and weaknesses and how they enter into cool drink market?
- (c) Suggest suitable strategies they should adopt.

