

Code: 14E00303

MBA III Semester Supplementary Examinations May 2017

ENTREPRENEURSHIP DEVELOPMENT

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Who is called as an entrepreneur? What are its functions?
OR
- 2 Evaluate the role of Govt. in promoting entrepreneurs in India.
- 3 What is meant by idea generation? What factors are influencing idea generation?
OR
- 4 Outline the sources of capital available to entrepreneurs in India.
- 5 What are the stages involved in feasibility study of a project report.
OR
- 6 Examine the process involved in preparation of project report.
- 7 Explain about the imitation strategies which are being followed by entrepreneurs. Give one example.
OR
- 8 What are the factors influencing new entry opportunities of entrepreneurs.
- 9 Examine the need for organizing EDP programmes for women entrepreneurs in India.
OR
- 10 Explain the promotional activities taken by the Govt. towards development of women entrepreneurs.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

Role of Basic Micro Financial Ltd in Entrepreneurship Development

BASIX is a livelihood promotion institution established in 1996, working with over a 3.5 million customers, over 90% being rural poor households and about 10% urban slums dwellers. BASIX works in 17 states i.e. Andhra Pradesh, Karnataka, Odisha, Jharkhand, Maharashtra, Madhya Pradesh, Tamilnadu, Rajasthan, Bihar, Chhattisgarh, West Bengal, Delhi, Uttarakhand, Sikkim, Meghalaya, Assam and Gujrat, 223 districts and over 39,251 villages. It has a staff of over 10,000 of which 80% are based in small towns and villages. BASIX mission is to promote a large number of sustainable livelihoods, including for the rural poor and women, through the provision of financial services and technical assistance in an integrated manner. BASIX will strive to yield a competitive rate of return to its investors so as to be able to access mainstream capital and human resources on a continuous basis.

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BASIX strategy is to provide a comprehensive set of livelihood promotion service which includes Financial Inclusion Services (FINS), Agricultural/Business Development Services (Ag/BDS) and Institutional Development Services (IDS) to rural poor households under one umbrella. The holding company of BASIX group is called Bharatiya Samrudhi Investments and Consulting Services (BASICS) which started operation in 1996 as India's first "new generation livelihood promotion institution". BASIX has initiated single-window provision of comprehensive financial services to poor under the Business Correspondent framework. Due to regulatory restrictions, it was not possible to provide savings and remittance service to poor. But later it created a good popularity in the rural areas of India.

Questions:

- (a) Emphasize the role of BASIX micro finance Ltd in rural villages of India
- (b) Is this a right way to provide the livelihood to the rural India by BASIX? Justify its entrepreneurial ability.

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