

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2015 to 2017) (Sem.-4)
ENTREPRENEURSHIP & MANAGING SMALL MEDIUM BUSINESS
Subject Code : MBA-402
M.Code : 71379

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt ANY FOUR 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 EIGHT marks.

SECTION-A

1. What is the scope of entrepreneur?
2. What is sustaining competitiveness?
3. Briefly explain the functions of EDII.
4. Define SME.
5. Write a note on technical feasibility.
6. What are financial schemes offered by SFC?

SECTION-B

UNIT-I

7. *'It is important to develop and evolve entrepreneurship from within at local level, if we would like to have an overall development of a local area.'* What is the relevance of this statement?
8. Discuss the reasons for failure of entrepreneurial ventures. Explain with suitable examples.

UNIT-II

9. Discuss the entrepreneurial ecosystem supporting women entrepreneurs in India.
10. Examine the role of DIC in entrepreneurial development.

UNIT-III

11. Explain the nature and components of SME environment.
12. How SMEs get funding? Discuss various sources of finance for SMEs.

UNIT-IV

13. Write a detailed note on financial schemes offered by various commercial banks.
14. Define Venture capitalist. What is the process followed by venture capitalists?

SECTION-C

15. Mr. Chander was just 27 when he floated Paramount Airways, based out of Madurai, which launched commercial flights on 19 October 2005. This makes Chander the youngest airline CEO in the world. At the moment, Paramount Airways operates only in the south. Next year Chander wants to launch in the west. Two years after that, in 2008, he plans to enter the North and the East. *'We want to dominate the West by 2009 and become a national player by 2011.'* He says. A business management graduate, he entered the family business as a third generation entrepreneur and established his Paramount Mills before starting the aviation business. If the low-profile entrepreneur has donned an aggressive profile, it is because *'we are making the right kind of noise and we are now leaders with 26 percent market share in the South Indian market.'* Chander may have eschewed a less than flamboyant lifestyle in his personal life, but where paramount Airways is concerned, he choose a *'high value carrier business model targeting the premium segment of customers with a business and first class configuration'* using Brazil made Embraer aircraft. More recently, Delhi based MDLR Airlines has chosen to follow the model with an exclusive business class configuration.

Answer the following Questions :

- a) What are the typical traits of an entrepreneur that can be observed in Chander?
- b) What do you see as the reason for the success of Paramount Airways?

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.