

MBA, SEM IV, 2014
ENTERPRENEURSHIP AND MANAGING SMALL MEDIUM BUSINESS
PAPER CODE: MBA-402
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MM 60

Note: Attempt any four questions from section A. Each question carries 5 marks.

Attempt one question each from sub- units in Section B. Each question carries 08 marks. This section consists of 32 marks.

Attempt the case study from sub-section C. The section consists of 08 marks.

SECTION A

Que 1 Elaborate entrepreneurship as a career in India.

Que 2 What do you understand by turnaround ventures? Discuss. How can the ventures be turned around? Discuss.

Que 3 Discuss the role of women entrepreneurs in the development of a country like India.

Que 4 What do you understand by Searching for a business idea? How is it done? Discuss.

Que 5 Discuss the role of SISI in the entrepreneurial development.

Que 6 What do you understand by subsidies? What are different subsidies provided by Government of India? Discuss.

SECTION B

Unit 1

Que 'Entrepreneurship in India is not easy' Do you agree? Discuss and illustrate.

OR

Que How can an entrepreneur maintain competitive advantage? Discuss and illustrate.

Unit 2

Que What are the reasons of lesser women entrepreneurs in India? Elaborate and illustrate.

OR

Que Discuss the role of DIC in the entrepreneurial development.

Unit 3

Que Discuss various sources of finance for SMEs.

OR

Que What are the steps for starting a small enterprise in India? Elaborate and illustrate.

Unit 4

Que What do you understand by Marketing and Personnel feasibility studies? Discuss and illustrate.

OR

Discuss various incentives and grants provided by government of India for promoting entrepreneurship.

CASE STUDY

Read the case carefully and answer the questions.

Sunita was the only daughter of the owner of ABC Ltd. ABC Ltd was a textile manufacturing enterprise at Ludhiana. The company was earning good profits. It started in the year 1976. Sunita also wanted to start her own business and earn good profits. She thought of starting a unit manufacturing woollen sweaters and jackets in Ludhiana. The idea generated in her mind since her father was in the textile business. Sunita's father cautioned her but Sunita was adamant. She said, "I believe in my intuition and I know that I will do good in this business" She started her own enterprise with the money borrowed from her father. She purchased machinery and employed required employees to do the business. First year of the business was not good. She was not able to get the orders from buyers since number of good manufacturers were there in the same business. She thought of taking loan and improve upon the manufacturing.

Que Which agencies can provide loan to Sunita?

Que 2 Do you think Sunita searched for the right business idea, and took the right decision of manufacturing woollen clothes?

Que 3 Do you think Sunita carefully analysed the SME environment? Explain

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