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Total No. of Pages : 03

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** 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 **TWELVE** marks.

SECTION-A

1. Differentiate between entrepreneur and inventor by citing concrete examples.
2. Define Corporate Entrepreneurship.
3. Differentiate between creativity and intelligence.
4. What is opportunity assessment plan?
5. What trademarks can be registered and what cannot be registered?
6. What is the tenure of a copyright?
7. Differentiate between venture capital and private equity.
8. Discuss administrative aspects of project review.

SECTION-B

UNIT-I

9. Explain different categories of entrepreneurs. Give suitable examples.
10. "*Entrepreneurship is all about money and getting rich quickly*". Do you agree with this? Justify your answer.

UNIT-II

11. What are the important blocks to creativity? How does these blocks be overcome to create organisational culture to promote creativity?
12. From an entrepreneurial perspective explain the significance of the statement: '*A good idea is not enough*'.

UNIT-III

13. Discuss the essential ingredients of a good business plan.
14. Why Entrepreneurs fail? Cite suitable examples to justify your answer.

UNIT-IV

15. How market and demand analysis is conducted?
16. Explain in detail social cost benefit analysis.

SECTION-C

17. Almost after twenty years of struggle, Radha became the only woman entrepreneur in Orissa to manufacture Electrical appliances. She has been able to set her market in the market and is known for quality, standard and safe product. She has successfully managed business to business and business to customer models. She has been awarded for her commendable work from prestigious industrial institutions and media. She started her career as a worker in electrical goods manufacturing company. Under her supervision came the unit where electrical appliances were serviced. She worked there for a couple of years and gained experience in this field. Being an efficient worker, Radha could not satisfy her restless search for a challenge that stretched her interest of starting a service unit of appliances. She resigned from the job and stepped out to do something on her own, in this same field. But Smita did not have the capacity to become self-employed because she was

not clear about the prospects. She had lost her father, but her uncle motivated and supported her to go ahead. This chain of difficulties did not lessen Radha's welled-up enthusiasm. After persistent attempts and not very supportive banker, Radha lost hope of getting a loan and with her own resource of Rs. 27,000 managed to set up a unit in a rented premise in a busy commercial area. The place proved to be one of the advantages for Radha. She started with a team of three including herself. For her financial need she twice received micro credit loans from ICECD. The Chinese products in India market initially had poses challenges. But she continued with her good quality and service to clients and succeeded. She feels her products have the required market now and will have in future too. Today, 50 year old Radha is a genial housewife, a grandmother, and a prosperous entrepreneur in the field of electrical appliances. Her tailpiece advice to every prospective woman entrepreneur is —never let your low educational qualification dampen your enterprising inclination, for you too can succeed like me.

Questions :

- a. What made Radha a successful women entrepreneur?
- b. Identify the challenges and problems of women entrepreneurs in India.
- c. Comment upon role of government in entrepreneurship development in India.

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.