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Total No. of Pages : 03

Total No. of Questions : 10

MBA / MBA (IB) (Sem-2)
ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Date of Examination : 05-06-2023

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. Write briefly :

- a) Social Entrepreneurship
- b) Entrepreneurship vs Manager
- c) Opportunity Recognition
- d) Types of Entrepreneurial Innovation
- e) IPR
- f) Selling Off
- g) Market Analysis
- h) Risk Analysis

SECTION-B

UNIT-I

2. Discuss the concept of Women Entrepreneurs. What are the major problems that are being faced by women entrepreneurs?
3. Define Intrapreneurship. Discuss in detail the difference between Intrapreneurship vs Entrepreneurship.

UNIT-II

4. Discuss in detail various theories of Entrepreneurial Motivation.
5. Define the term Creativity. Discuss various methods of generating new ideas.

UNIT-III

6. *"Entrepreneur has to face various legal issues while setting up an organisation."* Do you agree? Justify your answer.
7. Discuss the concept of succession planning? Explain various strategies for Harvesting and Ending venture?

UNIT-IV

8. Define the term Project Management. Discuss the key issues of Project Management in detail.
9. Write a detail note on following :
 - a) PERT and CPM
 - b) Difference between Venture Capital and Private Equity.

SECTION-C

10. CASE STUDY :

Alexis is a fitness enthusiast and a recent college graduate. She wants to start her own business that aligns with her passion for fitness. After conducting market research, she identifies a gap in the fitness industry - there is a lack of personalized fitness subscriptions that cater to individual needs. She decides to start a fitness subscription box business that offers personalized fitness products and workout plans.

Alexis conducts a thorough market analysis to determine the feasibility of her business idea. She researches the current fitness industry and discovers that there is a growing trend towards personalized fitness subscriptions. Customers are becoming more interested in personalized fitness products and workout plans that cater to their individual needs. Alexis also identifies a target market of fitness enthusiasts who are willing to pay extra for personalized fitness products and workout plans.

Alexis creates a comprehensive business plan that outlines the following:

Business objectives : To create a fitness subscription box business that provides a personalized fitness experience while promoting health and wellness.

Target market : Fitness enthusiasts who are interested in personalized fitness products and workout plans.

Marketing strategy : Alexis plans to market her business through social media, influencer partnerships, and online advertisements. She will also participate in local fitness events and sponsor community initiatives.

Operations : Alexis will work with fitness experts and nutritionists to create personalized workout plans and nutrition guides. She will also source high-quality fitness products to include in her subscription boxes.

Financials : Alexis estimates that she will need \$50,000 to start her business. She plans to finance this through a combination of personal savings and loans. She projects that she will break even within the first year and achieve a profit of \$75,000 within three years.

Implementation : Alexis secures a location for her business and partners with fitness experts and nutritionists to create personalized workout plans and nutrition guides. She sources high-quality fitness products to include in her subscription boxes and creates a website and social media accounts to promote her business.

Results : Alexis's fitness subscription box business is a success. She attracts a loyal customer base of fitness enthusiasts who appreciate the personalized fitness experience that her business offers. She also receives positive reviews and referrals from satisfied customers. Within the first year, she breaks even and achieves a profit of \$75,000 within three years, as projected in her business plan.

Answer the following Questions :

- a) What gap in the market did Alexis identify?
- b) What were some challenges that Alexis faced during the implementation of her business plan and how did she overcome them?
- c) What were some factors that contributed to the success of Alexis's business?
- d) What lessons can be learned from Alexis's business generation idea?

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.