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Total No. of Questions : 10

MBA / MBA (IB/FinTech) (Sem.-2)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MBA-207-18

M.Code : 76159

Date of Examination : 29-05-2025

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) Functions of an entrepreneur.
 - b) Difference between entrepreneurship and corporate entrepreneurship.
 - c) Social cost benefit analysis.
 - d) Social entrepreneurship
 - e) Types of innovation.
 - f) Define IPR.
 - g) PERT and CPM
 - h) Sources of finance for a project.

SECTION - B

UNIT - I

2. What are various types of entrepreneurs? Explain the key attributes of an entrepreneur.
3. What do you mean by entrepreneurial development? Discuss in detail the role of government in entrepreneurship development.

UNIT - II

4. Define creativity. Discuss in detail various techniques of creative problem solving with the help of examples.
5. State the importance of product planning and development. Explain various stages of product planning and development with the help of suitable illustrations.

UNIT - III

6. What are the important components of a business plan? Explain the reasons for the failure of a business plan.
7. Define patent. What are the different types of patents? Explain the steps of registering a patent.

UNIT - IV

8. Illustrate various steps involved in the market and demand analysis of a project.
9. What is 'Venture Capital'? Explain the stages of venture capital financing.

SECTION - C

10. Case study

Mr. Narayanrao Bagade, who came to Bombay in search of a job with a diploma in electrical engineering, has risen to the rank of an industrialist engaged in the manufacture of electric transformers. During his term with the Maharashtra State Electricity Board as a junior engineer, Mr. Bagade had gained adequate experience in the field of repairing various kinds of electrical instruments, transformers and sub-stations.

Mr. Bagade had a short stint as a consultant engaged in repairs of electrical transformers and allied job work before putting up a company under the banner of Bagade Electrical Industries' for the manufacture of 33 K.V. to 5,0.00 K.V. transformers.

Aware of the domestic economic constraints, his company also undertakes jobs related to power distribution transformers, drop-out fuses, operating rods, high tension sub-stations etc. Having had his childhood in an area with no supply of electricity in Katarge in Karnataka, Mr. Bagade had an eye ever since he saw a lit street light at the taluka headquarters at the age of 14. And, now in the electrical industry, he deploys the experience of darkness felt during his childhood as a parallel for the economic weaknesses of his colleagues to bring in team spirit in his company.

By concentrating more on the reasons responsible for absenteeism of any of the members of his staff than on the managerial action against those who were absent, he has been able to bring in a small-scale enterprise that functions as a small family striving not merely for their own growth but also of their clients.

Questions :

- a) Discuss the entrepreneurial traits of Mr. Bagade.
- b) In what ways could the company innovate radically? Identify some adventurous directions the company might consider.
- c) Analyze the reasons behind the entrepreneurial development in case of present study.

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.