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Second Semester MBA Degree Examination, June/July 2018 Entrepreneurship Development

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any **FOUR** full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

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| 1 | a. Distinguish between Entrepreneur and Intrapreneur. (02 Marks) b. Explain in detail the stages in Entrepreneurial Process. (06 Marks) c. Discuss in detail the techniques for creative problem solving. (08 Marks) |
| 2 | a. What is Intellectual Property Rights? (02 Marks) b. Discuss in detail the sources of New Idea generation. (06 Marks) c. Explain the role of Entrepreneurs in economic development of country. (08 Marks) |
| 3 | a. What is feasibility study? (02 Marks) b. Discuss the factors to be considered in preparation of a project. (06 Marks) c. Briefly explain the growth and performance of MSME in India. (08 Marks) |
| 4 | a. What do you understand by Industrial sickness? (02 Marks) b. Explain the legal issues to be considered for settling up the organization. (06 Marks) c. Discuss in detail the steps in business plan process. (08 Marks) |
| 5 | a. Who are Angel investors? (02 Marks) b. Explain the objectives and functions of DIC. (06 Marks) c. Briefly explain the modes of entrepreneurship entry into international business. (08 Marks) |
| 6 | a. What is social entrepreneurship? (02 Marks) b. What is rural entrepreneurship? Explain the need and importance. (06 Marks) c. Briefly explain the entry and exit strategies in venture capital process. (08 Marks) |
| 7 | a. Why do business plan fail? (02 Marks) b. Distinguish between domestic and international entrepreneurship. (06 Marks) c. Write short notes on: i) SIDBI; ii) NABARD. (08 Marks) |

CASE STUDY

- 8** ABC is a movie production company set-up by three partners who has experience in the movie industry. One of the partner is a leading star and has acted in many movies and known to the public. The leading star (partner) owner of 50% equity of ABC, where as the other two partners own equity share of 25% each. The recent movie acted by the leading star had been a hit and turned out to be a block buster at the box office. The partners thrilled by the success of the movie wants to increase the number of movies being produced by the company. To achieve this goal the ABC company needs additional fund of Rs. 50 crores. The ABC company partners are planning to raise the funds through external sources and through venture capitalist.

Questions:

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| a. | Suggest the suitable financial sources the ABC company can raise the funds. (06 Marks) |
| b. | As a venture capitalist, are you interested in financing ABC company? Justify. (05 Marks) |
| c. | Is there a need for drafting a business plan for ABC company to raise funds? Give your opinion regarding the same. (05 Marks) |

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg. 42+8 = 50, will be treated as malpractice.