

CBCS SCHEME

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20MBA26

Second Semester MBA Degree Examination, Jan./Feb. 2023

Entrepreneurship and Legal Aspects

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Define Business Plan. (03 Marks)
b. Explain stages in Entrepreneurial Process. (07 Marks)
c. Explain the forms of Business Organization. (10 Marks)
- 2 a. What is the difference between Entrepreneur and Intrapreneur? (03 Marks)
b. Explain Business Plan process. (07 Marks)
c. Explain the aspects covered under the Factories Act 1948. (10 Marks)
- 3 a. What is Trade Mark? (03 Marks)
b. Explain the functions of NABARD. (07 Marks)
c. Explain the types of Entrepreneurs. (10 Marks)
- 4 a. What is Single Window? (03 Marks)
b. Explain the methods of generating ideas. (07 Marks)
c. Explain the process of Marketing Research. (10 Marks)
- 5 a. Explain Feasibility Study. (03 Marks)
b. Write a short note on DIC. (07 Marks)
c. Explain the steps in setting up of Small Scale Industries. (10 Marks)
- 6 a. What is Patent? (03 Marks)
b. Explain the Sale of Goods Act 1930. (07 Marks)
c. Explain the steps in Incorporation of a Company. (10 Marks)
- 7 a. What are the sources of new ideas? (03 Marks)
b. Explain the four stages of Startup. (07 Marks)
c. Explain the Oster Walder Business Model Canvas. (10 Marks)
- 8 **Case Study (Compulsory) :**

Arya is an MBA graduate from one of the teaching B – school from Mumbai. She opted to be an entrepreneur instead of corporate Job.

Arya started her venture in boutiques business in Mumbai, with small savings and borrowed loan from the Bank. Her Business started with good demand in that locality and within a short period of time the business boomed with good profit by attracting good number of customers. Her business created an image and attracting good number of potential customers.

Within days to go, new competitors are entering into the boutiques business with new creative ideas and established with new outer look and style. Because of the new competitors are entering, Arya's business become lacking interest or excitement among customer. She started incurring / loosing profit.

- a. How will you advise Arya, how to increase the customers to attract towards her boutiques business and to retain the same profit? (05 Marks)
- b. What would be suggestions for overcoming competitors strategies? (05 Marks)
- c. What are the steps to be followed by Arya to conduct a Comprehensive Competitive Analysis? (10 Marks)

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.