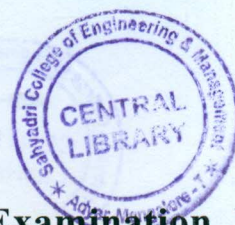


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14MBA26

Second Semester MBA Degree Examination, Dec.2015/Jan.2016
Entrepreneurial Development

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate between entrepreneur and intrapreneur. (03 Marks)
- 2 What is feasibility report? (03 Marks)
- 3 What is FDI? (03 Marks)
- 4 What is single window system? (03 Marks)
- 5 What is turnkey projects? (03 Marks)
- 6 Define franchising. (03 Marks)
- 7 What is boot strap financing? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

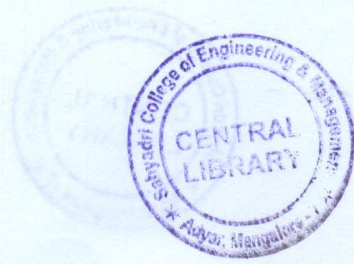
- 1 Explain the types of entrepreneurs. (07 Marks)
- 2 Explain the types of intellectual property. (07 Marks)
- 3 Explain responsibilities and rights of shareholders of a family business. (07 Marks)
- 4 What is 3 – circle model of a family business? (07 Marks)
- 5 Define social entrepreneurship. Explain types of social enterprises. (07 Marks)
- 6 Explain functions of IDBI. (07 Marks)
- 7 Explain marketing plan. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the stages in entrepreneurial process? (10 Marks)
- 2 Explain the process of creative problem solving. (10 Marks)
- 3 Explain the process of business plan. (10 Marks)
- 4 Define family business. Explain different types of family business. (10 Marks)
- 5 What are the various financial institutions which provide finance to entrepreneurs? (10 Marks)
- 6 What is venture capital? Discuss various stages in venture financing. (10 Marks)
- 7 Define international entrepreneurship. Explain barriers to international trade. (10 Marks)

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



SECTION - D
CASE STUDY – [Compulsory]

Globalizing Local Talent

Mrs. Roopa Gupta was an intelligent, creative and energetic lady. In spite of being an M.Sc. in chemistry, she was a house wife. Her husband, an M.A. in economics, was a bank official. Both hailed from non – business background. Mrs. Gupta wanted to supplement her family income, but did not want to opt for a job. She wanted to get absorbed in a creative activity with some earning potential. Rural crafts and metal handicrafts held a special appeal for her, Mrs. Gupta had participated in annual exhibitions organized by NGO's and won prizes and appreciation. At one exhibition, Mrs. Gupta came into contact with an American interested in artificial jewellery. Mrs. Gupta got these fabricated through local artisans and showed them to the American customer, who had highly appreciated them? Subsequently, an arrangement was made to book a few consignments to the USA through an exporter. After the success of this endeavor, Mrs. Gupta looked to the prospects in export business. She decided to expand her set-up, together with a bank loan and money from friends and relatives, she floated their own exporting firm. Medha international ornaments, brassware, paper mache product, and lacquer miniatures from Andhra Pradesh and Jaipur constituted the main items of export.

During her foreign tours Mrs. Gupta discovered that ornamental cane furniture could be another promising export item. Through observation, direct interaction with customers and reading she formed a particle idea about the type and design of caneware that would appeal to western countries. Back home, she explored the northeastern regions of the country to find out about cane products available there. Mrs. Gupta quickly switched over to exporting can furniture only as there was no competition at all. She provided work to 60 traditional artisans and tribals who took pride in the fact that their work traveled globally and that they contributed to the country's earnings. Mrs. Gupta's marketing strategy was simple, she would display her wares at exhibitions in different parts of world and book orders directly.

Every years, Mrs. Gupta would come out with new designs. She did not take part in exhibitions in India, nor allow anybody to see her designs. This step eliminated any possibility of imitation and resultant competition. Only trusted employees were allowed to see the design and since the employees were satisfied and happy, there were no questions of any breach of trust.

Questions :

- | | |
|--|------------|
| a. What are the qualities of Mrs. Roopa Gupta as an entrepreneur? | (05 Marks) |
| b. Explain the strategy of Mrs. Gupta which helped her to develop the venture. | (05 Marks) |
| c. Identify the working environment of Mrs. Gupta. | (05 Marks) |
| d. Critically examine 'think global and act local' in case of Roopa Gupta. | (05 Marks) |

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