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14MBA26

Second Semester MBA Degree Examination, June/July 2015
Entrepreneurial Development

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 Define the term "Entrepreneur" state any two functions of entrepreneurs. (03 Marks)
- 2 What is creative problem solving? (03 Marks)
- 3 What is Feasibility study? (03 Marks)
- 4 What is SIDBI? (03 Marks)
- 5 What is Family BUSINESS? (03 Marks)
- 6 What do you mean by International Entrepreneurship? (03 Marks)
- 7 What is venture capital? How it is different from venture vision? (03 Marks)

SECTION - B

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

- 1 Explain the function of an Entrepreneur. (07 Marks)
- 2 When does an idea become business opportunity? (07 Marks)
- 3 Explain marketing aspects of a Business plan. (07 Marks)
- 4 What are the advantages of single window system? Discuss. (07 Marks)
- 5 Explain the 3 circle Model of a family Business. (07 Marks)
- 6 Discuss the different forms of International Business. (07 Marks)
- 7 Explain the characteristics of Social enterprise. (07 Marks)

SECTION - C

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

- 1 Discuss various roles of Entrepreneur for Economic Development. (10 Marks)
- 2 Identify the various sources of idea for New Ventures. (10 Marks)
- 3 What are the different types of Business plan? Why Business plan fail? (10 Marks)
- 4 Discuss latest industrial policy of government of India. (10 Marks)
- 5 Discuss the strategies for improving the capability of family Business. (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.



- 6 What is foreign Direct Investment and what are its advantages? (10 Marks)
- 7 What are the problems of rural Entrepreneurship? (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Read the following case and answer the following questions given in the end.

Dick Bardow sat quietly in his car, pondering why he had failed to convince pat Guinn, managing partner of Next century venture capital to provide the start up capital he needed to start the business that would launch his new high tech medical invention. Bardow had spent the past three and a half years researching and developing the concept, and knew that he had a product in hand, he was ready to take it to the market. The idea for Bardows new venture had been simmering for many years during his stints as a researcher for major medical lab and as a technical advisor for a medical product Co. Bardow had learned a great deal about the use of the end product in his technical job, which he took after earning a masters degrees in biomedical engineering. It was during his tenure at the medical lab that Bardow saw the importance of staying on cutting edge of technology in the field of medicine. He also saw the tremendous profit potential of successful medical product. Driving home Bardow replayed his meeting with Guinn in his mind “ How could those venture capitalists have missed the tremendous opportunity right in front of them? “He mused. During his 45 – minute meeting with Guinn and her staff Bardow had spent 30 min. Explaining how the technology had evolved over time, how he had developed the product and why it was technologically superior to anything currently on the market, “ I’ve got them where I want them, now” he remembered thinking. “They can’t help but see the incredible power of his technology”. Throughout his corporate career, Bardow had earned a reputation for his ability to explain abstract ideas and highly technical concept to his fellow scientists. Over the years he had made dozens of presentations at scientific professional meetings. All of which were well received.

Bardow had to admit, however that he was really puzzled by all of the questions Guinn had asked him towards the end of their meeting. They weren’t at all what he was expecting “She never asked a single question about my product, Its design, the technology behind it, or the patent I have pending. He muttered. He remembered her questioning him about a “market – analysis” and how and to whom he planned to market his product. “ How foolish” he thought, “you can’t forecast exact sales for a new product once this product is on the market and the medical industry sees what it can do well have all sales we’ll need and more. Bardow was convinced that Guinn simply didn’t understand that new, innovative products. Create their own market I have seen it dozens of times, he said. Bardow was beginning to believe that venture capital firms were too focused, on revenues, profit and return on investments. “ Don’t they know that those things are outcomes he thought “They come in time”.

Questions :

- a) Identify the possible problems with Dick Bardow’s presentation of his business plan to Ms. Guinn. (05 Marks)
- b) Should potential lender and investors evaluate new ventures that are based on cutting edge technology differently from other business ventures? (10 Marks)
- c) List at least five suggestions you would make to Dick Bardow to improve his business plan and his presentation of it. (05 Marks)
