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16MBA26

Second Semester MBA Degree Examination, June/July 2017 Entrepreneurship Development

Time: 3 hrs.

Max. Marks:80

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

- 1 a. Define the term "Entrepreneur". (02 Marks)
b. "An Entrepreneur is a change agent". Elaborate with suitable examples. (06 Marks)
c. Explain the stages of Entrepreneurial process. (08 Marks)
- 2 a. What is Feasibility testing? (02 Marks)
b. Outline the steps involved in report writing of a B - plan. (06 Marks)
c. Design a business plan catering to (keeping in mind) college students as your customers. (08 Marks)
- 3 a. What is KVIC? (02 Marks)
b. What is single window system? What are the advantages of single window system? (06 Marks)
c. Explain the latest Industrial policy of Government of India. (08 Marks)
- 4 a. What do you mean by "Family Business"? (02 Marks)
b. What is 3 - circle model of a family business? (06 Marks)
c. Explain the reasons for pitfalls of family business. Also explain steps to avoid the same. (08 Marks)
- 5 a. What do you mean by International business? (02 Marks)
b. Differentiate between Domestic and International Entrepreneurship. (06 Marks)
c. Explain the stages of Economic development. (08 Marks)
- 6 a. What do you mean by Venture Capital? (02 Marks)
b. Define Franchising. Discuss its advantages and limitations. (06 Marks)
c. "Rural Entrepreneurship also contributes to the economic development of the country". Elaborate. (08 Marks)
- 7 a. What do you mean by Social Entrepreneurship? (02 Marks)
b. Explain the barriers to International Trade. (06 Marks)
c. Write short notes on : (08 Marks)
i) Make - in - India ii) Start - up - India.

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.

8 CASE STUDY :Succession Planning

Mr. Khanna owned a family business, which is into manufacturing of electric generators. He being a single child to his parents, immediately took over the business after the sudden death of his father in 1980. In spite of being a B.Com graduate, he immediately adapted to the business processes and succeeded in running the business successfully. Mr. Khanna has two children – Ritesh and Ria. Ritesh, an electrical engineer was working as a production manager in a MNC in Germany. Ria, a computer science engineer had been assisting her father in the business, till she got married to Vinod; who is also a business man.

Ria, was appreciated for having good business acumen, like her father ; but she quit working after her marriage to Vinod in 2010. Vinod is also known for his intelligence and diplomacy in dealing with his clients. In 2012, after the death of Mr. Khanna, Mrs. Khanna took care of the business for a couple of months & then Ritesh was forced to take over the position of his father. Ritesh though is trying to adopt to the business, is unable to manage the business as successful as his father. Shilpa – Ritesh's wife, who is a CA by profession, has agreed to help him in his business. But employees working in the firm are now expressing their discontent and preferred Ria Vis – a – vis Ritesh. Mrs Khanna who is still the figure head is now thinking of revamping the business.

Questions :

- a. Do you think a proper succession planning would have curbed the problem? Justify. (04 Marks)
- b. Help Mrs. Khanna to design a succession planning. (04 Marks)
- c. Do you think Mrs. Khanna should also involve Ria & Vinod into the business? (04 Marks)
- d. What positions (designations) as per you, would be apt for the members (mentioned in the case) involved in management of family business? (04 Marks)
