

MBA(D) 4th Semester Examination, June – 2019 (DDE)

[Session : July 2017–June 2019]

Subject : Entrepreneurship Development

Paper : MBD-403

Time: 3 Hours

Full Marks: 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer any five questions.

1. (a) What do you mean by 'entrepreneurship'?
(b) Discuss, in detail, the different factors that affect entrepreneurship. 2+14=16
2. (a) In the context of entrepreneurship, explain the following terms:
(i) Portfolio entrepreneur
(ii) Copreneur
(iii) Drone entrepreneur
(iv) Pure entrepreneur
(b) 'Every entrepreneur is a manager, but the reverse is not true'. Comment on the given statement by bringing out the points of difference between an entrepreneur and a manager. (2×4)+8=16
3. (a) What are the characteristics of a promising business idea?
(b) 'Entrepreneurs generate their business ideas from different sources'. Briefly discuss the different sources of generating business idea. 6+10=16
4. (a) What do you mean by 'Creativity'? Discuss its characteristics.
(b) In the context of entrepreneurship, enumerate the relationship between:
(i) Creativity and innovation; and
(ii) Creativity and thinking (2+6)+(4+4)=16
5. (a) What is meant by public system of simulation, support and sustainability? State the objectives of this system.
(b) Give an overview of the different approaches that are usually adopted by the government of a country to stimulate entrepreneurship. (2+6)+8=16
6. (a) What is Business Plan?
(b) Give a detailed overview of the structure and contents of a typical business plan. 2+14=16

7. 'Entrepreneurs face different challenges with respect to entrepreneurship and innovation'. In the light of the given statement, state and discuss the different challenges that are faced by entrepreneurs in a developing economy like India. 16

8. Write short notes on (*any two*): 8×2=16

- (a) Elements of innovation
 - (b) Causes of sickness of business organisations
 - (c) Herzberg's two-factor theory of motivation
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