

MBA (4th Semester) Examinations, Dec. 2020 (DDE)

[Session: Jan 2019-Dec 2021]

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

Group- A

Answer any six questions

5 × 6 = 30

1. Discuss, in brief, the different elements of entrepreneurship.
2. Discuss the personal-level factors which influence the level of entrepreneurship in a society.
3. State the objectives of public system of stimulation, support and sustainability in the context of entrepreneurship.
4. Explain the concepts of radical innovation, incremental innovation and breakthrough innovation in the context of entrepreneurship.
5. 'Every entrepreneur is a manager, but the reverse is not true'. Offer your comments on the given statement.
6. 'A start-up is a young organisation that has just been launched'. State the features of a typical start-up.
7. Briefly discuss the various features of angel investors.
8. State and briefly discuss the different locations where warehouses may be set-up by an online retailing start-up organisation?

Group- B

Answer any five questions

10 × 5 = 50

9. 'Entrepreneurship is the outcome of a disciplined, systematic process of applying creativity and innovation to needs and opportunities in the market place.' In the light of the given statement, discuss the relationship between creativity and innovation, and also between entrepreneurship and creative behaviour.
10. 'Conflicts are unavoidable in any family owned business'. Give an overview of the different types of conflicts that are typically faced by family-owned businesses.

Please Turn Over

11. What do you mean by fixed capital? Discuss the different factors that affect the requirement fixed capital of a business organisation.
12. You plan to start a business of making masks during this pandemic period. In this background, you are required to give a detailed overview of the various contracts that you will have to enter into with the different stakeholders.
13. What do you mean by resource mobilization in the context of a venture? Discuss its key elements.
14. 'Feasibility study is the process of determining whether a business idea is viable or not'. State the different dimensions on which an entrepreneur should ideally conduct such a study.
15. Give an overview of some of the challenges that are faced by MSME entrepreneurs in India.