Register No : ____________________

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

First Semester

Master of Business Administration

PMBE2401 / BA4032 – Entrepreneurship Development

Regulations – 2021 & 2024

Duration : 3 Hrs | *Maximum : 100 Marks*

*PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)*

Q.No	Questions	BLT	CO	Marks
1.	Entrepreneurship as a career – Give your comment in it.	UN	1	2
2.	Identify skills required for an entrepreneur.	RE	1	2
3.	Define business environment.	RE	2	2
4.	Write any four importance of training for entrepreneurship development.	UN	2	2
5.	Interpret about prefeasibility study.	RE	3	2
6.	Recall capital budgeting.	UN	3	2
7.	Write the label about operations planning.	RE	4	2
8.	Summarize about venture capital.	UN	4	2
9.	List out causes of business sickness.	RE	5	2
10.	Infer about prevention of business unit.	UN	5	2

*PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)*

Q.No			Questions	BLT	CO	Marks
11.	a		Explain different characteristics of successful entrepreneurs with substantial evidences.	UN	1	13
			Or			
	b		Examine the roles of entrepreneurship in economic development with illustrations.	UN	1	13
12.	a		Describe central and state government industrial policies and regulations in Indian business scenario.	UN	2	13
			Or			
	b	i	Examine role of family and society for entrepreneurship development.	AP	2	7
		ii	Interpret different methods of generating ideas in new product development by the entrepreneurs.	AP	2	6
13.	a		Evaluate various criteria for the selection of product and business by the entrepreneur with examples.	AP	3	13
			Or			
	b		Discuss essential elements required for feasibility report preparation before starting a business with illustrations.	AP	3	13
14.	a	i	Explain different aspects of finance and human resource mobilization in business startups.	AN	4	7
		ii	Appraise the criteria for market and channel selection with examples.	AN	4	6
			Or			

	b	Analyze various growth strategies during launching a new business with illustrations.	AN	4	13
15.	a	Enumerate steps to be taken on monitoring and evaluation of small business in India.	AP	5	13
		Or			
	b	Formulate effective management systems for managing small scale industries in India.	EV	5	13

*PART – C (Marks 1*15 = 15)*

Q.No		*Questions*	*BLT*	*CO*	*Marks*
16	a	Case Study: Business startups and strategy implementation in foreign country: Marugappa is a leading handmade manufacturing small scale industry in India and which industry went to London for a holiday. It wanted to emerge its branded matchsticks product and wanted to show a demo on lightening the cigarette with a match stick. This show was done by a marketer Mr.Rajaram for lighting the cigarette with match box. On enquiring he was astonished by the high price. Being a businessman, he decided to start a small factory on manufacturing of matchstick in London. He followed the procedures to start a business and had very good sales initially. He expanded his business and to his dismay, very shortly he found that the sales dipped down tremendously. Questions:			
		i. Examine what went wrong in the forecasting of sales of matchsticks by the marketer Mr.Rajaram with his Murugappa company's product.	EV	2	8
		ii. Construct your suggestions on following which entrepreneurial Strategy for further improvement of his business unit in London along with developing continuous demand for his matchstick's product.	CR	2	7
		Or			
	b	Case Study: Government policy for small scale enterprises: Small scale industries (SSI) are those sectors of the economy where production, manufacturing, and service delivery are carried out on a tiny or micro scale. Small-scale industries are currently divided into small and micro industries based on the MSMS Act's limits on investment and turnover. Furthermore, they must register as an MSME. The government currently offers smaller businesses that have registered under MSME more advantageous programmes. The goal of this study is to determine the methods applied to the growth of small-scale companies in developing nations. The benefits of small-scale industries in India are discussed, along with an introduction to small scale industries and their strategies, obstacles they face, answers to those challenges, and the conclusion that small-scale enterprises should have a strategy. Question: i. Design the policies and strategies that can be framed by the state and central governments for the development of MSME sector in India.	AN	2	15