

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025***First Semester**Master of Business Administration***PMBE2401 – Entrepreneurship Development***Regulations - 2024**Duration : 3 Hrs**Maximum : 100 Marks***PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

<i>Q.No</i>	<i>Questions</i>	<i>BTL</i>	<i>CO</i>	<i>Marks</i>
1.	Mention the significant personal barriers encountered by entrepreneurs.	L2	1	2
2.	Distinguish between an entrepreneur and a small business owner.	L2	1	2
3.	Write about the importance of family in entrepreneurship.	L1	2	2
4.	Infer the major competencies of successful entrepreneurs.	L2	2	2
5.	Outline any two differences between sole-tradership and partnership.	L2	3	2
6.	Define Feasibility study.	L1	3	2
7.	List the sources of finance.	L1	4	2
8.	Mention two factors that contributes to a successful product launch.	L2	4	2
9.	Define merger.	L1	5	2
10.	List the symptoms of industrial sickness.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Apply the types of entrepreneurs and indicate the type most relevant to India along with reasons.	L3	1	16
	Or			
	b Construct how promoting entrepreneurship in young minds contributes to India's economic growth.	L3	1	16
12.	a Outline the role played by family and society in entrepreneurship development.	L2	2	16
	Or			
	b Discuss the support provided by District Industrial Centre to small scale industries in the country.	L2	2	16
13.	a Ravi completed his Master's degree in Environmental Engineering and was passionate about creating sustainable solutions. While working with a municipal waste management agency, he observed that small restaurants and food stalls generated a large amount of organic waste that was simply dumped in landfills. During his visits, he thought of developing a compact and affordable biogas unit that could convert kitchen waste into energy on-site.	L5	3	16

Ravi decided to leave his job and start a social enterprise based on this idea. He realised that his thought was the first stage in the process of innovation.

- a. Identify the concept and explain the steps in its process.
- b. Prepare a suitable pre-feasibility study analysis report.

Or

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|-----|---|--|----|----|----|
| b | Aditi started an online handcrafted jewelry business three years ago with a simple business plan targeting local customer. Over time, she expanded her operations to other states through social media and online marketplaces. Recently, new competitors entered the market, customer preferences shifted toward eco-friendly jewelry, and raw material prices fluctuated due to supply chain issues. Aditi realised that her original business plan was no longer fully relevant to the current market environment. | L5 | 3 | 16 | |
| | <ol style="list-style-type: none"> a. Explain the necessity of updating the business plan in Aditi's case. b. List the specific factors in her situation that increase the need to update the business plan. | | | | |
| 14. | a | Neha runs a homemade bakery from her home. She wants to increase sales and is considering selling through her own website, partnering with local cafes, or using food delivery apps. Evaluate the market and channel options for Neha's bakery and suggest the best approach to reach more customers effectively. | L4 | 4 | 16 |
| | | Or | | | |
| | b | Sneha has a mobile app startup that connects local farmers directly to consumers. She needs significant investment to scale the app nationwide. She is exploring venture capital, incubator funding, and crowdfunding options. Assess the available funding sources for Sneha and propose the most suitable venture capital approach to expand her business. | L4 | 4 | 16 |
| 15. | a | Explain the important aspects for effective management of a Small Business. | L2 | 5 | 16 |
| | | Or | | | |
| | b | Discuss preventing sickness and rehabilitation of business units. | L2 | 5 | 16 |