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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fourth Semester, Master of Business Administration (MBA)

Semester End Examination; June -2017

Entrepreneurship Development

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART - A and PART - B (Case study) is compulsory.

PART - A

- 1 a. Define the term Entrepreneurship. Describe the functions of an entrepreneur. 10
- b. Bring out the role of Entrepreneurship in the process of economic growth with special reference to India. 10

OR

- 2 a. What are the reasons for very few women becoming entrepreneurs in the developing countries like India? Whether Indian women entrepreneurs have now made an impact and shown that they too can contribute to the economic development of the nation? Discuss with examples. 10
- b. Explain the role of EDP's in rural industrialization of India. 10
- 3 a. Write short notes on the following institutions supporting small entrepreneurs : 10
- i) NSIC 10
- ii) SIDO.
- b. What is Micro Credit? Discuss the role of NGOs in developing rural entrepreneurship through Self Help Groups (SGHs) in India. 10

OR

- 4 a. Examine the policy of the Central Government towards SSIs since 1991. 10
- b. What is the significance of preparation of a feasibility report for a small-scale entrepreneur? 10
- 5 a. Explain the venture capital funding process. 10
- b. Discuss the various methods of marketing the products of the small-scale industries. 10

OR

- 6 a. What is a Business Plan? How do you prepare a business plan of a small entrepreneur? 10
- b. Explain the cultural, social, economic and personality factors that affect entrepreneurial growth. 10
- 7 a. What determines the fixed capital and working capital requirements of a business? 10
- b. Point out the salient reasons for the failure of small-scale industrial units in India. 10

OR

- 8 a. How does the Government support small scale enterprises during five year plans? 10
- b. What is the role of export oriented units in the Indian Economy? 10

PART - B (Compulsory)**9. Case Study:**

Sangeeta Shah and Neela Chitre were very close friends since school days, accompanying each other not only to the library but also to health gym every evening.

In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not coincidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness.

Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporate were promoting health consciousness in their employees, offering gymnasium membership or housing fitness centre within the premises.

Sangeeta and Neela have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counselled that a fitness centre with a beauty salon along with a facility for stress management could be the right combination.

However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately Sangeeta has almost been offered a place by her uncle at Andheri in his new residential building, on lease, and family and relatives may garner a maximum of 75 lakhs, but balance would have to be raised from other sources.

You are now required to help Sangeeta and Neela to address the following area :

- i) Prepare a business plan outline for their idea.
- ii) What sources of finance can they explore?
- iii) Recruitment of right skills and Training outline for their venture.
- iv) Design a Marketing Strategy outline for the venture.

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