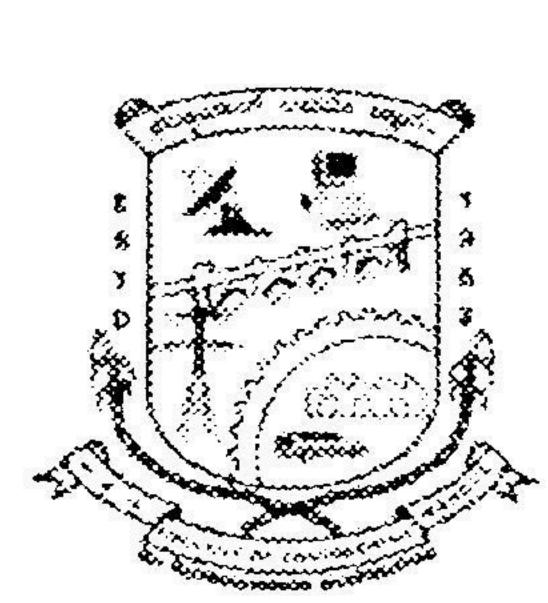
Max. Marks: 100

U.S.N



Time: 3 hrs

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; Aug. / Sep. - 2020 Entrepreneurship Development

Note: i) Answer any ONE full question among Q.1 and Q.2 in PART - A.

- ii) Answer any THREE full questions among Q.3 to Q.8 in PART A.
- iii) Q.9 in PART B (Case Study) is compulsory.

PART - A		
1 a.	What is meant by Entrepreneurship? Explain with an example.	10
b .	Discuss the characteristics and skills of Entrepreneurship.	10
OR		
2 a.	Explain the role of Entrepreneurship in economic development.	10
b.	Discuss the factors affecting Entrepreneurship and problems of Entrepreneurship.	10
3 a.	Explain the formalities for setting up of a small business enterprise.	10
b.	Discuss how to identify a business opportunity?	10
4 a.	Explain the challenges of women Entrepreneurship.	10
b.	Discuss the role of self help groups in women Entrepreneurship development.	10
5 a.	What is meant by Rural Entrepreneurship and the need for Rural Entrepreneurship?	10
b.	Discuss the problems faced as Rural Entrepreneurs.	10
6 a.	Explain the role of government in promoting Incubator centre.	10
b.	Explain the role of National Entrepreneurship Development Board (NEDB) and National	10
	Institute of Entrepreneurship and Small Business Development (NIE SBD).	
7 a.	Explain the difference between leasing and hire purchasing.	10
b.	Explain the need for Institutional finance to Entrepreneurs.	10
8.	Explain the role of;	
	a) District Industries Centers (DIC)	
	b) Small Scale Industries Development Corporation Small Industries Centres (SISIS)	
	c) Technical Consultancy Organizations (TCOs)	6

PART - B (Case study - Compulsory)

9. As part of central government initiative from Jute bags to ethnic file folders to hand pounded ragi breakfast cereal to pure mountain honey-all this and much more made by women living in the remotest corners of the country would now be available on the government e-market place, or Gem portal.

In the run up to International women's day on March 8, the Government of India is planning a mega push for women entrepreneurs. The central government is planning to put around 150 Self Help Groups (SHGs) or over 3000 women, on its e-market place giving them a huge platform to sell their products. This would integrate 150 SHGs with government's Public Finance Management System (PFMS) which would mean easy payment for their sales. The products that would be included in Gem on the eve of International women's day include file covers, envelopes, paintings, wall hangings, coarse grains, millet, Jowar, atta, cloth and Jute bags and honey. Apart from these, the rural development ministry would unveil an online application system which would help women self-help group in getting bank loans online.

Under the new system, a women entrepreneur would be able to apply for a bank loan through a mobile app or online system. The system has already integrated the banks so they can access the applicant details. Once the loan is sanctioned an SMS alert would be generated. This would be the first time the women entrepreneur would be required to visit the bank.

Questions:

- a. Discuss the importance and role of e-market place.
- b. Discuss how women entrepreneurs will face less problems with the above facilities.

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