



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; July / Aug. - 2022

Entrepreneurship Development

Time: 3 hrs

Max. Marks: 100

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

Q. No.	Questions	Marks	BLs	COs	POs
PART -A					
1 a.	What is meant by Entrepreneurship? Discuss the evolution of Entrepreneurship in detail.	10	L3	CO1	
b.	Discuss in detail the Role of Entrepreneurship in Economic Development.	10	L2	CO1	
OR					
2 a.	Explain the characteristics of Entrepreneurship in detail.	10	L3	CO1	
b.	Explain the types of Entrepreneur with suitable examples.	10	L4	CO1	
3 a.	What is Women Entrepreneurship? Explain its importance and functions of Women Entrepreneurship.	10	L3	CO2	
b.	Explain the factors, which influence the Women Entrepreneurship with suitable example.	10	L2	CO2	
OR					
4 a.	Discuss the different aspects of Entrepreneurial process in detail.	10	L3	CO2	
b.	What is business plan? Explain the scope and value of Business plan in detail.	10	L4	CO2	
5 a.	How do potential lenders and investors evaluate the business plan? How Internet plays an important resource tool for business plan? Discuss.	10	L3	CO3	
b.	What is meant by debt or equity financing? Explain the concept of Internal or External funds.	10	L4	CO3	
OR					
6 a.	Explain the different stages of Business development funding in financing the business.	10	L2	CO3	
b.	What is meant by venture capital? Explain the process of venture capital in detail.	10	L3	CO3	
7 a.	Explain the role and importance of small scale industries in setting up a small business Enterprise.	10	L4	CO4	
b.	Discuss in detail the Government policy and development of the small scale sector in India.	10	L4	CO4	

OR

8. Write short notes on:
- | | | | |
|---|---|----|-----|
| a) Intrapreneurship | 5 | | |
| b) Skill required in Entrepreneurship | 5 | L4 | CO4 |
| c) Role of motivation in Entrepreneurship | 5 | | |
| d) Trade Secrets | 5 | | |

PART - B (Case Study) Compulsory

9. Dosomething.org is a “global movement for good” among 6 million young people, transforming their communities across the United States and in 131 countries worldwide. This nonprofit organization constantly holds cause-based campaigns, ranging from receiving over 1 million pairs of donated jeans from teens to clothe homeless youth to cleaning up 3.7 million cigarette butts through its get the filter out initiative. A past campaign, “Don’t be a sucker” addressed the problem of Americans losing \$5.8 billion annually and producing 8.7 billion pounds of carbon pollution by leaving unused devices plugged in. The campaign sought to slay those “energy vampires” not in use by having users unplug equipment and post a sticky note next to the outlet to remind others not to let them suck the energy dry. Further research the problem, solution and this campaign and answer the following:
- | | | | |
|--|---|----|-----|
| a. Identify what social impact(s) the campaign addressed? | 7 | L3 | CO5 |
| b. What impact measures could the campaign assess? | 7 | L4 | CO5 |
| c. Could a viable business be created around this problem? | 6 | L4 | CO5 |

* * * *