



U.S.N

--	--	--	--	--	--	--	--	--	--

P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belgaum)
Fourth Semester –Master of Business Administration (MBA)
Semester End Examination; June/July - 2015
Entrepreneurship Development

Time: 3 hrs

Max. Marks: 100

Note: Answer any 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 role of EDP's in rural industrialization of India. 10
- 3 a. Write a note on the following institutions supporting small entrepreneurs. 10
- i) NSIC 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 feasibility report for a small scale entrepreneur? 10
- 5 a. What determines the fixed capital and working capital requirements of a business? 10
- b. Point out the reasons for the failure of small scale industrial units in India. 10

OR

- 6 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
- 7 a. Explain the venture capital funding Process. 10
- b. Discuss the various methods of marketing the products of the small scale industries. 10

OR

- 8 a. What is a Business Plan? How do you prepare a business plan of a small entrepreneur? 10
- b. Explain the cultural, social, economical and personality factors that affect entrepreneurial growth. 10

PART – B**Case Study (Compulsory)**

9. Mrs. Renu Gupta was an intelligent, creative and energetic woman. In spite of being an M.sc in chemistry, she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met American who was interested in artificial jewellery. She got that jewellery done through local artisans and then showed them to the American businessman, who was highly appreciative. Later on few arrangements were made and Renu managed to get few orders from the Americans.

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides jewellery, she tried her hand in cane furniture also. She discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well.

Through observations, direct interactions with the customers and reading she formed practical ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell out in domestic as well as in global markets. Later on, she stopped taking part in exhibitions and thus did not allow anyone to see her designs.

Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.

Questions:

1. Identify the advantages of Renu Gupta as a woman entrepreneur.
2. Critically examine "think global and act local" in case of Renu Gupta.

* * * * *