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Total No. of Printed Pages: [2]

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MBA (Semester – 2nd)
ENTREPRENEURSHIP
Subject Code: MBADS1226
Paper ID: [20260114]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A consists of 10 compulsory short notes of two marks each.
2. Section B consists of Four Units (Unit – I, II, III & IV). Each unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

Section – A

(2 marks each)

Q1. Attempt the following:

- a) Define Role of Entrepreneurship
- b) Define Sole Proprietorship
- c) Discuss managerial vs. entrepreneurial approach
- d) CSR and Social Entrepreneurship
- e) Define Environmental Scanning
- f) Define Financial Feasibility
- g) Discuss about SIDBI
- h) How to prepare Project Report?
- i) What is Opportunity Recognition?
- j) Discuss Government Schemes to uplift women Entrepreneurs.

Section – B

(8 marks each)

UNIT-I

Q2. Discuss the Characteristics & Scope of Entrepreneur

Q3. Discuss the various factors impacting emergence of entrepreneurship

UNIT-II

Q4. Discuss Reasons for Less Women Entrepreneurs.

Q5. Discuss Challenges and Opportunities for Social Entrepreneurship

UNIT-III

Q6. Discuss various methods of generating Business Ideas

Q7. Discuss Meaning and significance of a business plan and also discuss components of a business plan

UNIT-IV

Q8. Discuss Role of Directorate of Industries in support to Entrepreneurship

Q9. Discuss about Small Scale Industries Development Corporations

Section – C

(8 marks)

Q10. Case Study:

Joe was recently promoted to the position of District Manager of Computer Operations for a large company. Mary, Joe's supervisor, calls him to her office. She has just been informed that the CEO has received an anonymous letter from an employee. This letter states that a recently installed (and very expensive) system does not perform as expected and has not achieved the expected results.

Joe has been aware that the system's actual performance is really as described in the anonymous letter. Joe had reported this performance problem to Mary before. Although Mary had listened to Joe, she had been the original supporter of the system and continually provides only positive feedback to the CEO on its performance.

Mary tells Joe that the CEO expects a reply to the letter. She tells Joe to draft the reply. It should say that the system is performing as projected and that all savings portrayed in the original justification documents are being achieved. She says the documentation provided with his reply should support those statements. `

Joe is upset by this directive. He feels that upper management is being misinformed in the interest of protecting a questionable decision. He approaches Mary with his concern. She says that if he does not provide the reply as requested, she will have serious doubts about his ability to perform the functions of a District Manager for the company. Joe has worked hard to achieve this position and is very worried about her statement.

Answer the following Questions

1. Give the suitable title to the case
2. How can Joe provide an accurate report on the system's performance?
3. What Are the Ethical Issues?