

CBCS SCHEME

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Subject Code

Fourth Semester MBA Degree Examination, Aug./Sept. 2020 Model Question Paper

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. Differentiate between Intrapreneur & Entrepreneur. (03 Marks)
b. Explain the reasons for failure of a business plan. (07 Marks)
c. Mention the four stages in entrepreneurial process. Briefly explain what aspects are considered at each of these stages. (10 Marks)
- 2 a. What is meant by creativity in the context of entrepreneurship? (03 Marks)
b. Explain the role of entrepreneurship in economic development. (07 Marks)
c. What factors needs to be considered while investing in a franchise? (10 Marks)
- 3 a. What is meant by synectics? (03 Marks)
b. Explain the sources of new ideas to the entrepreneurs. (07 Marks)
c. Explain the business plan process. (10 Marks)
- 4 a. What is single window scheme? (03 Marks)
b. Examine the new product development process. (07 Marks)
c. Write a short notes on: i) SIDO ii) DIC iii) IIE iv) IDBI (10 Marks)
- 5 a. What are the types of family business? (03 Marks)
b. Explain the entry strategies of international business. (07 Marks)
c. Although international and domestic entrepreneurs alike are concerned with sales, costs and profits, what differentiates domestic from international entrepreneurship? Explain. (10 Marks)
- 6 a. What is 3-circle model of a family business? (03 Marks)
b. Briefly explain the barriers of international trade. (07 Marks)
c. Explain the rights and responsibilities of family share holders of a family business. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

- 7 a. Who are business angels? (03 Marks)
b. Explain the venture capital process. (07 Marks)
c. Explain the advantages and disadvantages of acquisition. (10 Marks)

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Jamsetji Tata – Father of Indian Steel Industry

Born in a Parsi family in 1839, Jamsetji Nusserwanji Tata came to Bombay at the age of 14. In 1868, at age 29, he started a private trading firm with a capital of ₹ 21,000. His travels in the Far East and Europe had inspired in him the desire to manufacture cotton goods. So, in 1877, he launched the famous Empress Mill in Nagpur.

The enterprise became his laboratory where he tried experiments in technology and labour welfare. In 1866, he instituted a pension fund and, in 1895, he began to pay accident compensation. At 47, he launched the swadeshi mills to mark the beginning of the swadeshi movement (a movement to popularize the use of indigenous goods as opposed to British goods, which marked an important forward surge in India's struggle for freedom). This mill was massively supported by Indian shareholders.

Laid the ground work for India's first steel company (Tata steel), first major Indian power company (Tata Hydro-Electric power) and India's first technical education institute (Tata institute of science at Bangalore). Jamsetji is the founder of India's biggest business house. The group has over 200 companies. Market cap of the 45 major companies as on 31-3-1999 was ₹ 22,345 crore.

Jamsetji was a true nationalist who foresaw the significance of the industrial revolution for India and spelt-out the three basic ingredients necessary to attain it. Steel was the mother of heavy industries; hydroelectric power was the cheapest energy to be generated and technical education, coupled with research, was essential for industrial advancement. Jamsetji stands tall among Indian entrepreneurs.

Questions:

- a. How J.N. Tata demonstrated his entrepreneurship qualities? (05 Marks)
b. "J. N. Tata was a true nationalist and a pioneer of industries". Discuss the statement with examples. (05 Marks)
c. Details J.N. Tata's contributions to learning in India. (05 Marks)
d. What are ethos of tata group? (05 Marks)

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