

Code: 17BA3T2

**II MBA - I Semester – Regular/Supplementary Examinations
March - 2021**

**ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS
MODELS**

Duration: 3 hours

Max. Marks: 60

SECTION – A

1. Answer the following **5 x 2 = 10 M**

- a) Define the Entrepreneur. State the Characteristics of Entrepreneur.
- b) List out the sources of Finance to the Entrepreneurship.
- c) Outline the business models for entrepreneurship.
- d) What are the sources of competitive advantage.
- e) What are the core values of business excellence.

SECTION – B

Answer the following: **5 x 8 = 40 M**

2. a) Critically examine the factors influencing entrepreneurship?

(OR)

b) What is the role of women entrepreneurship for economic development in India? Explain briefly.

3. a) Narrate the importance of Venture Capital and Industrial finance to the Entrepreneurs in India.

(OR)

b) Explain the phases/Steps for preparation of business plan.

4. a) Møreforsking AS is a research institute that offers research and knowledge-based development services in a wide range of areas. Assume that the management team of Møreforsking AS has decided to establish a site which will be used as a channel for disseminating reports on logistics management. Briefly suggest and justify revenue models that could be implemented for such a site.

(OR)

b) Describe the nine (9) building blocks of the Business Model Canvas.

5. a) What is role of BS2PE framework for execution of business model? Explain.

(OR)

b) Briefly write about the Cost Drivers for business plan & execution?

6. a) Explain the role and Importance of CII-EXIM model in India.

(OR)

b) Briefly explain the MBNQA business model for excellence.

SECTION – C

7. Case Study

1 x 10 = 10 M

It was the early 1930s, when a physician-turned textile trader in rural Karnataka found his business getting interrupted for want of regular supplies of cloth from the weavers. When he enquired with the weavers about the reason for their irregularity, he was told that there was no working capital available to them. There were no banks in the area. The one located in the town was not interested in lending to small operators particularly in the rural area. Local money-lenders used to charge very high rates of interest; borrowing at those rates had ruined some weavers in the past. The weavers therefore have developed a habit of working intermittently as and when their own money from sales came in.

The trader therefore had to find a way to ensure uninterrupted supply of goods in his shop, without which his own business was not viable. He thought of bringing the goods from Bombay, but found that the process would be very expensive and time-consuming, as the area did not have any direct road/rail links with Bombay. Besides, the transporters were not at all reliable.

- a) Design a model that fit for the business to the present scenario and give your recommendations?