

Code: 17BA3T2

**II MBA - I Semester-Regular/Supplementary Examinations
November 2019**

**ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS
MODELS**

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) List four factors that influence Entrepreneurship.
- b) Describe Venture Capital Financing.
- c) Discuss Key Activities and Key Partners as the two building blocks.
- d) List the sources of competitive advantage.
- e) What do you mean by CII-EXIM Model?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) What is Entrepreneurship? Discuss its evolution and contribution to economic development of India.

OR

- b) “When a woman starts a business she has to face many hurdles”. Discuss the statement with your views about it and list the barriers to women entrepreneurship in Indian Context.

3. a) In detail describe the institutions that provides finance to Entrepreneurs.

OR

b) What is a Business Plan? Explain its importance and function.

4. a) Describe the Nine building blocks of a Canvas.

OR

b) Discuss the key factors that are important to generate a business model.

5. a) What are the most important characteristics of 7Cs model? Elaborate with appropriate examples.

OR

b) What is BS2PE Framework, describe its implications.

6. a) Discuss the Business Excellence Framework; EFQM in detail with its core values.

OR

b) What are the different Models of Business Excellence? Explain any one model of excellence in detail.

SECTION-C

7. Case Study

1x10=10 Marks

Sangeeta Shah and Neela Chitre were very close friends since school days, accompanying each other not only to the library but also to health gym every evening. In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not co-incidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness. Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporate were promoting health consciousness in their employees, offering gymnasium membership or housing fitness centres within the premises. Sangeeta and Neela have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counselled that a fitness centre with a beauty salon along with a facility for stress management could be the right combination. However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately Sangeeta has almost been offered a place by her uncle at Andheri in his new residential building, on lease, and family and relatives may give a maximum of 75 lakhs, but balance would have to be raised from other sources.

You are now required to help Sangeeta and Neela to address the following area:

- (a) Prepare a Feasibility report for their idea.
- (b) What sources of finance can they explore?