

Code No: 21BA3T2

**II MBA - I Semester Regular / Supplementary Examinations
DECEMBER - 2023**

**ENTREPRENEURSHIP DEVELOPMENT AND
BUSINESS MODELS**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
 Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
 Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Who is an Entrepreneur?	L1	CO1
1. b)	Find the sources of finance.	L1	CO2
1. c)	Examine generating a Business Model.	L4	CO3
1. d)	Outline VRISA analysis.	L2	CO4
1. e)	What is EXIM model of India?	L1	CO5
1. f)	What are the advantages and disadvantages of Entrepreneurship?	L1	CO1
1. g)	Interpret about capital structure.	L2	CO2
1. h)	Relate seven C's model.	L4	CO4

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Explain the role of Women Entrepreneur in Economic development.	L2	CO1	5 M

	b)	Dissect the growth of Entrepreneurship in India.	L4	CO1	5 M
OR					
3.	a)	Explain the factors influencing Entrepreneurship.	L2	CO1	5 M
	b)	Outline the role of Entrepreneurship in Economic Development.	L2	CO1	5 M
<u>UNIT – II</u>					
4.	a)	Identify the need for financial planning.	L3	CO2	5 M
	b)	Analyse the sources of short term finance.	L4	CO2	5 M
OR					
5.	a)	Interpret institutional finance to Entrepreneurs.	L2	CO2	5 M
	b)	Examine the preparation of business plan.	L4	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Rephrase building blocks of a canvas.	L2	CO3	5 M
	b)	Inspect customer segments.	L4	CO3	5 M
OR					
7.	a)	Summarize key partners and key resources of a business model.	L2	CO3	5 M
	b)	Examine Cost Structure and revenue streams.	L4	CO3	5 M
<u>UNIT – IV</u>					
8.	a)	Demonstrate profitability potential of resources.	L2	CO4	5 M
	b)	Explain the sources of competitive advantage.	L4	CO4	5 M
OR					
9.	a)	Interpret the model for execution.	L2	CO4	5 M
	b)	Dissect the value propositions and key activities of business model.	L4	CO4	5 M

UNIT – V

10.	a)	Explain the importance of MBNQA.	L4	CO5	5 M
	b)	Summarize the Business Excellence framework of USA.	L2	CO5	5 M
OR					
11.	a)	Determine various Core Values and Concepts of Business excellence models.	L1	CO5	5 M
	b)	Criticize business excellence framework of Europe.	L4	CO5	5 M

PART –C

			BL	CO	Max. Marks
12.	<p>A lot of adapted analogues of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as: “a force that mobilizes added assets to accommodate unmet bazaar demand”, the adoptness to actualize and body something from about nothing”, “the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity”. This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advancement and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adoptness arrest entrepreneurship.</p> <p>Women entrepreneurs have a tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree’s dynamic and adaptive team generates 20 to 25 samples everyday and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that</p>		L1	CO1	10 M

none of their designs are ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises of sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar kameez dupatta set). Women are now proving to the world that their role in the society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the endeavour will contribute to the potential success or failure of the endeavour, as well as indicate when measures of success should be taken in an entrepreneurship with clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and appropriate environment.

Questions:

- 1.Elucidate the details of women's entrepreneurship possible outcomes of this case.
- 2.What will be the reasons behind the entrepreneurial development in case of present study?
- 3.Suppose if you are the women entrepreneur, explain the role played by you for the economic development.