

**II MBA - I Semester – Regular/Supplementary Examinations
FEBRUARY 2022**

**ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS
MODELS**

Duration: 3 hours

Max. Marks: 60

SECTION – A

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

- a) What are the characteristics of an entrepreneur?
- b) Define Venture Capital.
- c) Outline the various customer segments.
- d) List the cost drivers in generating a model.
- e) What do you mean by EQFM model?

SECTION – B

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

2. a) Discuss the role of Entrepreneurs in the development of Post Covid Indian Economy.

(OR)

b) Explain the barriers to Women Entrepreneurship in India.

3.a) Narrate the various sources of short term capital for entrepreneurs.

(OR)

b) Critically evaluate the various sources for institutional capital for entrepreneurs in India.

4. a) Discuss in detail, the elements of effective business model.

(OR)

b) Discuss the role of CRM for successful entrepreneurship.

5. a) Discuss the suitability and significance of Seven Cs model.

(OR)

b) Describe the significance of VRISA analysis.

6. a) Discuss the importance of core values and concepts in business excellence frameworks of USA.

(OR)

b) Explain the CII-EXIM Model of India.

SECTION – C

7. Case Study

1 x 10 = 10 M

Develop a business model for an online Handloom and Handicraft Organisation.