

Code No: 21BA3T2

## II MBA - I Semester Regular Examinations FEBRUARY -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)	What are the characteristics of entrepreneur?	L1	CO1
1. b)	Build the concept of capitalization.	L3	CO2
1. c)	List value propositions.	L1	CO3
1. d)	Infer competitive advantage.	L2	CO4
1. e)	Recall business excellence model.	L1	CO5
1. f)	What are the factors influencing entrepreneurship?	L1	CO1
1. g)	Discuss customer relationships.	L4	CO3
1. h)	What is export finance?	L1	CO2

## PART – B

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
2.	a)	Explain the characteristics of a successful entrepreneur.	L3	CO1	5 M
	b)	Summarize the functions of entrepreneur.	L2	CO1	5 M
OR					
3.	a)	Define entrepreneurship? Discuss the importance of women entrepreneurship?	L4	CO1	5 M
	b)	Evaluate the growth of entrepreneurship in India.	L4	CO1	5 M
<b><u>UNIT – II</u></b>					
4.	a)	Interpret institutional finance to entrepreneurs.	L2	CO2	5 M
	b)	Examine the preparation of business plans.	L3	CO2	5 M
OR					
5.	a)	Identify the need for financial planning.	L3	CO2	5 M
	b)	Evaluate the sources of short term finance.	L3	CO2	5 M
<b><u>UNIT-III</u></b>					
6.	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
OR					
7.	a)	Rephrase building blocks of a canvas.	L2	CO3	5 M
	b)	Inspect customer segments.	L4	CO3	5 M
<b><u>UNIT – IV</u></b>					
8.	a)	Interpret the model for execution (BS2PE framework).	L2	CO4	5 M
	b)	Evaluate the various cost drivers of a business model.	L4	CO4	5 M

<b>OR</b>					
9.	a)	Demonstrate profitability potential of resources.	L2	CO4	5 M
	b)	Elaborate the sources of competitive advantage.	L4	CO4	5 M
<b><u>UNIT – V</u></b>					
10.	a)	Determine various core values and concepts of business excellence models.	L4	CO5	5 M
	b)	Criticize business excellence frame works of Europe.	L4	CO5	5 M
<b>OR</b>					
11.	a)	Explain the importance of MBNQA.	L4	CO5	5 M
	b)	Summarize the business excellence frame works of USA.	L2	CO5	5 M

### **PART –C**

		BL	CO	Max. Marks
12.	The Indian retail industry has strong linkages with the economic growth and development of the economy. India is one of the largest emerging markets. It is one of the largest economies in the world in terms of purchasing power. Retailing in India is at an emerging stage of its evolution. Organized retailing has become more popular in big cities in India and most of the metropolitan cities and other big cities are flooded by modern organized retail stores. Many semi-rural areas have also witnessed entry of such organized retail outlets. Indian retail industry is currently estimated at US\$ 490 billion. India's retail market is expected to touch a whopping Rs. 47 trillion (US\$ 782.23 billion) by 2018-19, expanding at a compounded annual growth rate (CAGR) of 15 percent, according to a study by a	L4	CO1	10 M

leading industrial body. The total organized retail supply in 2013 stood at approximately 4.7 million square feet (sq.ft), witnessing a strong year-on-year (y-o-y) growth of about 78 percent over the total mass supply of 2.5 million sq.ft in 2012. The foreign direct investment (FDI) inflows in single-brand retail trading during the period April 2000-January 2014 stood at US\$ 98.66 million. Retailing as a whole contributes almost 14-15% of India's GDP and employs almost 8% of India's employable population.

Big Bazaar is credited with bringing organized mega retailing to India. The project was conceived as a uniquely Indian hypermarket in a format that combined the look, touch and feel of Indian bazaars with the comfort, convenience and quality that modern retailing brings. Launched in August 2001, Big Bazaar has now become the iconic destination of modern retailing for all sections of Indian consumers. There are more than hundred Big Bazaar stores in big cities as well as smaller towns like Sangli, Durgapur, Panipat, Palakkad, Ambala, Meerut, Kolhapur and Haldia. Attracting over 100 million customers every year, it has democratized shopping in India and become synonymous with great promotions that offer quality products at affordable prices. This typical Big Bazaar store offers over 1,60,000 products across categories like apparel, general.

**Questions:**

1. What are the entrepreneurial opportunities you can find in retail sector in India?
2. How organized retailing has become more popular in big cities in India?
3. How Big Bazaar retail store would retain its business in today's competitive world among retail firms?