



CBCS SCHEME

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MBA206

Second Semester MBA Degree Examination, June/July 2026 Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define Entrepreneur. Mention any 3 functions?	3	L2	CO1
	b.	Briefly explain Osterwalder business model canvas?	7	L2	CO2
	c.	Explain the various forms of Business Organization?	10	L2	CO3
Q.2	a.	Why the Business Model is Importance?	3	L2	CO2
	b.	Briefly explain the new venture expansion strategies.	7	L2	CO3
	c.	Briefly explain the stages in Entrepreneurial process?	10	L2	CO1
Q.3	a.	Differentiate between Incentive & Subsidy with an example.	3	L4	CO4
	b.	Briefly explain the Four stages of Start Up.	7	L2	CO5
	c.	Explain the scope and opportunities of Digital Entrepreneurship.	10	L2	CO6
Q.4	a.	Define an Intrapreneur with an example.	3	L2	CO1
	b.	Briefly explain the Motivation for a Social Entrepreneur.	7	L2	CO6
	c.	Explain the Latest Industrial Policy of Government of India.	10	L2	CO4
Q.5	a.	State two main differences between Copyright & Trademark.	3	L4	CO5
	b.	Describe the various methods of idea generation?	7	L2	CO1
	c.	Explain the Business Planning Process.	10	L2	CO2
Q.6	a.	What are the functions of NABARD?	3	L2	CO4
	b.	Describe the various Sources of Personal Financing.	7	L2	CO3

	c.	Explain the Potential opportunities for Rural entrepreneurship in India.	10	L2	CO6
Q.7	a.	Define Business Plan. What are its advantages?	3	L2	CO2
	b.	DIC is known as a Single Window. Justify your answer.	7	L4	CO4
	c.	Discuss the Characteristics of a limited liability partnership.	10	L2	CO5
Q.8	Compulsory Question : CASE STUDY: THE HALDI (TURMERIC) PATENT CONTROVERSY Background: Turmeric (called Haldi in India) has been used in Indian households for centuries for its medicinal, cosmetic, and healing properties. It is an essential part of Ayurveda, India's traditional system of medicine. One well-known traditional use is turmeric paste for wound healing. In 1995, two Indian-origin scientists based in the United States Dr. Suman K. Das and Dr. Hari Har P. Cohly, affiliated with the University of Mississippi Medical Center were granted a U.S. Patent (No. 5,401,504) for the use of turmeric in wound healing. This caused major outrage in India. The patent essentially claimed monopoly over something that was already a part of India's traditional knowledge for centuries. The Indian Government's Response: The Council of Scientific and Industrial Research (CSIR), led by Dr. R.A. Mashelkar, filed a legal challenge against the U.S. Patent and Trademark Office (USPTO). They submitted ancient Sanskrit texts, Ayurvedic references, and scientific literature showing that turmeric had been used for wound healing in India for thousands of years making the patent invalid due to lack of novelty. In 1997, after reviewing the evidence, the USPTO revoked the patent, recognizing that the claimed invention was not novel and was part of prior art. Impact & Significance: This became the first major victory for India in the protection of traditional knowledge at the global level. It led to the creation of the Traditional Knowledge Digital Library (TKDL) in India a searchable database of traditional knowledge for use by patent examiners worldwide. The case raised global awareness of biopiracy the act of patenting traditional knowledge without permission or benefit-sharing.				

a.	Why did the U.S. grant a patent for turmeric's wound-healing properties even though it was widely known in India?	5	L4	CO5
b.	What role did the Indian government and CSIR play in protecting India's traditional knowledge in this case?	5	L2	CO5
c.	What is "biopiracy," and how does the turmeric case serve as an example of it?	5	L3	CO5
d.	What lessons did this case teach the world about the need for protecting indigenous and traditional knowledge in international patent systems?	5	L4	CO5
