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III Semester M.B.A. (Day / Evening) Degree Examination, April/May - 2026

MANAGEMENT

Corporate Entrepreneurship and New Venture Creation

(CBCS Scheme 2019 Onwards)

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from of the following. Each question carries **5** marks.**(5×5=25)**

1. Describe the forms of Corporate Entrepreneurship with examples.
2. Explain functional organizational structure.
3. Discuss the qualities required for successful Entrepreneurial Leadership.
4. Discuss the relationship between International Corporate Entrepreneurship and organisational learning.
5. What are the ethical practices in entrepreneurial decision-making?
6. Explain the intrapreneurial activities within an organization.
7. Explain the role of government in supporting the Entrepreneurial Ecosystem.

SECTION - B

Answer any **Three** questions from of the following. Each question carries **10** marks.
(3×10=30)

8. Discuss the steps involved in building Entrepreneurial Architecture in an organization.
9. Explain how to build a supportive organisational culture in a company.
10. Evaluate the impact of mentoring programs on organizational growth and innovation.
11. Explain the growth and development phases of venture creation.

[P.T.O.

SECTION - C

12. Compulsory Case Study: **(1×15=15)**

IKEA expanded globally by offering affordable and stylish furniture. Its international entrepreneurial best practice focused on cost leadership. The company designed products that customers could assemble themselves. This reduced production and transportation costs.

IKEA sourced raw materials efficiently and built long-term supplier relationships. It also maintained standardized store layouts worldwide. These practices ensured operational efficiency and strong brand recognition. Cost control remained its core strategy.

The company also adopted sustainability as a key business principle. It invested in renewable energy and eco-friendly materials. This responsible approach improved its international reputation. Customers appreciated its commitment to environmental protection.

By combining affordability, efficiency, and sustainability, IKEA achieved global success. Its innovative supply chain and customer-focused strategy became a benchmark for international entrepreneurship. The company continues to grow in new markets worldwide.

Questions:

a) What entrepreneurial best practice helped IKEA expand globally?

b) How did cost leadership contribute to IKEA's success?

c) Why is sustainability important in international entrepreneurship?
