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**Second Semester MBA Degree Examination, June/July 2017**  
**Entrepreneurial Development**

Time: 3 hrs.

Max. Marks:100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Define Entrepreneur. (03 Marks)
- 2 Explain the three component model of creativity. (03 Marks)
- 3 What do you mean by a business plan? (03 Marks)
- 4 What are the functions of IFCI Ltd? (03 Marks)
- 5 What are the different types of family business? (03 Marks)
- 6 What are the services granted by the franchiser to the franchisee? (03 Marks)
- 7 Name the stages in which the venture capitalists assist. (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 State and explain the characteristics of entrepreneurship. (07 Marks)
- 2 Explain the sources of new ideas. (07 Marks)
- 3 Explain the objectives of business plan. (07 Marks)
- 4 Explain the functions of IDBI. (07 Marks)
- 5 State and explain the importance of family business. (07 Marks)
- 6 Differentiate between International Vs Domestic entrepreneurship. (07 Marks)
- 7 Explain the stages in Venture Cap. process (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the pros and cons of being an entrepreneur. (10 Marks)
- 2 Explain the factors influencing creativity. (10 Marks)
- 3 Explain the format of a typical business plan. (10 Marks)
- 4 Explain the objectives and functions of SIDBI. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

- 5 Explain the guidelines for succession planning in family business. (10 Marks)
- 6 Explain the traits of an international entrepreneur. (10 Marks)
- 7 Explain the advantages of venture capital. (10 Marks)

**SECTION - D**  
**CASE STUDY – [ Compulsory ]**

Shubham Banerjee, a 13 year old Indo – American is the youngest entrepreneur Silicon Valley, California, One day out of curiosity, he asked his parents “how do blind people read”? “Google it” told his parents. He did some research on the net and was shocked to know that embossers (Braille printers) cost \$ 2000 (₹ 123,580) which is very expensive for the blind people to buy. So the fire of innovation in him got kindled and he started finding ways and means to find a solution to this. In other words he wanted to make a low cost printer.

He knew in his heart that there should be a simpler way of doing things. He just didn't want the price of the Braille printer to be so much. He started experimenting sitting out till late nights and finally he found success. He built a printer with Lego mind storms EV3 kit. He named it “Braigo” (A combination of Braille and Lego). It won him many awards and recognition.

He started ‘Braigo Labs’ with an investment of \$ 35,000 given by his father Niloy Banerjee. Shubham utilized the money to build a better version of his lego based printer using an off the shelf desktop printer and a newly released intel computer chip. Braigo 2.0, the new model, translates to Braille from an electronic text before printing! Being highly impressed by Shubham's printer and the fact that he was trying to solve a real problem, Intel invested an undisclosed venture capital amount in his start up. According to Intel, he is the youngest entrepreneur to receive venture capital funding.

In order to build Braille printers based on Shubham's ideas, the company is right now hiring trained engineers and advisors. They are planning to come out with an affordable printer for the blind by the year end.

**Questions :**

1. Explain the startup venture of Shubham Banerjee in brief. (10 Marks)
2. What are the entrepreneurial qualities that you observe in Shuban Banerjee? (10 Marks)

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