

# CBGS SCHEME

16/17MBA26

USN

--	--	--	--	--	--	--	--	--	--

## Second Semester MBA Degree Examination, Jan./Feb.2021 Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No.8 is compulsory.**

- 1 a. Give the definition of an Entrepreneur. (02 Marks)  
b. What is DIC? What are its main functions? (06 Marks)  
c. What are the characteristics of an Entrepreneur? Discuss. (08 Marks)
- 2 a. Who is an Intrapreneur? (02 Marks)  
b. Explain the advantages of a Business plan. (06 Marks)  
c. Discuss the essential contents of a good Business Plan. (08 Marks)
- 3 a. What do you mean by a family owned business? (02 Marks)  
b. Differentiate between Entrepreneur and Intrapreneurs. (06 Marks)  
c. Explain in role of SSIs in economic development. (08 Marks)
- 4 a. What do you mean by Social Entrepreneur? (02 Marks)  
b. Give the characteristics of a good marketing plan. (06 Marks)  
c. Give a brief overview of central level institution in support of entrepreneurship in India. (08 Marks)
- 5 a. What do you mean by an organizational plan? (02 Marks)  
b. Explain the types of venture capital firms. (06 Marks)  
c. What are the rights and responsibilities of share holders of a family business? (08 Marks)
- 6 a. What are the different types and family businesses? (02 Marks)  
b. Explain the steps in developing an organizational plan. (06 Marks)  
c. What are the strategies that can be included in improving the capability of a family business? (08 Marks)
- 7 a. What is feasibility analysis? (02 Marks)  
b. Explain the ways of Entrepreneurial entry into international business. (06 Marks)  
c. Explain the approaches and guidelines for dealing with a venture capilalist. (08 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.

## 8 Case Study :

Read the following case and answer the following question given Bardow.

Dick Bardow Sat Quietly in his car, pondering why he had failed to convince Pat Guinn, managing partner of next century venture capital to provide the startup capital he needed to start the business that would launch his new high tech medical invention. Bardow had spent the past three and half years researching and developing the concept and knew that he had a product in hand, he was ready to take it to market. The idea for Bardow new venture had been simmuring for many years during his stinty as a researcher for major medical lab and on a technical advisor for a medical product company. Bardow had learned a great deal about the use of the end product in his technical job, which he took after earning a master degrees in biomedical engineering. It was during his tenure at the medical lab that Bardow Saw the importance of cutting edge of technology in the field of medicine. He also saw the Tremendous profit potential of successful medical product. Driving home Bardow replayed his meeting with Ginn in his mind. "How could those venture capitalists missed the opportunity in front of them? He murmured.

During 45 minutes meeting with Guinn and staff, Bardow had spent 30 min explaining how technology evolved over time, how he had developed the product and why It was technologically superior to anything currently on the market." I have got them where I want them" now, he remembered thinking. "They can't help but see the incredible power of his technology" throughout his corporate career, Bardow had earned a reputation for his ability to explain abstract ideas and highly technical concept to his fellow scientists and were received well all over the world.

Bardow had to admit, however that he was really puzzled by all of the questions Guinn had asked him towards the end of their meeting. They weren't at all what he was expecting. She never asked a single question about my product. Its design, the technology behind it. He remembered her questioning him about a market analysis and how and to whom he planned to market his product.

Bardow was convinced that Guinn simply didn't understand that new innovative product creates their own market I have seen it, dozens of times, he said. Bardow was beginning to believe that venture capital firms were too focused, on revenues profit and return on investments. Don't they know that those things are outcomes he thought "They come in time".

Questions:

- a. Identify the possible, problems with Dick Bardow and presentation of his business plan to Ms. Guinn. (08 Marks)
- b. Should potential lenders and investors evaluate new ventures that are based on cutting edge technology differently from other Business ventures? (08 Marks)

\* \* \* \* \*