

2017

MBA

Paper : 4.2

**ENVC (ENTREPRENEURSHIP
& NEW VENTURE CREATION)**

Full Marks: 70

Time: 3 hours

The figures in the margin indicate full marks for the questions

SECTION A

Total marks 10 (each question carries 2 marks)

Answer any five questions

1. What are entrepreneurial mission and vision ?
2. What do you mean by innovative entrepreneur ?
3. What are the characteristics of sole proprietorship ?
4. Who is karta ?
5. What do you mean by sharing of risk in partnership business ?
6. What do you mean by EDP ?
7. What do you mean by virtual window shopping ?

SECTION B

Total marks 20

Write short notes on any 5 (each carries 4 marks)

1. Arguments in favour of social responsibilities of a businessman
2. Characteristics of dept financing
3. Market penetration strategy for entering a new segment
4. Distinguish between entrepreneur and entrepreneurship
5. Scope of retail corporation in India

6. Functions of Private placement to raise capital for a start up business

SECTION C

Total marks 32 (8 marks each)

Answer any 4 questions

1. Elaborate the statement : Every business undertaking is exposed to risk and uncertainties.
2. There is a need to encourage women entrepreneurs to enter industrial activity. Discuss.
3. Industries do not fall sick overnight rather the process of failure can take number of years. Discuss.
4. In developing countries like India , the search for an application of new technology should be the primary goal of an entrepreneur .Discuss.
5. Explain the four factors of raising money for new start up, the Project , the partners, the financing and the management.

SECTION D

Total marks 8 (2 marks each) compulsory question :

1. In the global business landscape, increasingly defined by trends such as the sharing economy and the maker movement, companies the world over are facing pressure from consumers, employees and governments to create and deliver first-rate, affordable and sustainable products and services using less energy, less capital and less time. This has led to the development of a new model for business success: Frugal Innovation or the ability to do more and better with less
 - (a) What do you mean by - do more with less in business ?
 - (b) Give examples of affordable and sustainable products and services ?
 - (c) What do you mean by sharing economy in business ?
 - (d) Is it possible to achieve the targets with less capital and less time in business ?
