

(6)

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quality. Keeping this in mind, it is very important to create a signature mark of your product.

- **Market share** — It adds to an individual's, groups, or firm's contribution in the market when by contributing their company product in the market. A company designs a product with respect to the demand of the mass.

Some other factors like consumer relation, social support, government support also contribute as important factors in entrepreneurial achievement.

Questions :

- (i) Describe the concept of entrepreneurship with society as a whole.
- (ii) Discuss the model of sustainable social change in different types of Organizational systems.

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M. B. A. (SECOND SEMESTER)

END SEMESTER

EXAMINATION, 2021-22

ENTREPRENEURSHIP

Time : Three Hours

Maximum Marks : 100

Note : (i) This question paper contains two Sections—Section A and Section B.

(ii) Both Sections are compulsory.

(iii) Answer any two-sub questions among (a), (b) & (c) in each main question of Section A. Each question carries 10 marks.

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(2)

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Section—A

1. (a) Define the concept, role and characteristics of entrepreneurship with its various styles. (CO1)
- (b) How is innovative entrepreneurship different from drone entrepreneurship ? Give relevant examples. (CO1)
- (c) Identify the scope of creativity and innovation for today's aspiring young entrepreneurs. (CO2)
2. (a) Discover the relevance of rural entrepreneurship in India. Predict the future scope of entrepreneurship in rural India. (CO3)
- (b) Demonstrate the Government's policy measures to promote women entrepreneurship in India. (CO3)
- (c) Predict the significance and relevance of Incubation centers to promote entrepreneurship in Indian context. (CO3)

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3. (a) Examine the concept of developing a business plan for identifying business opportunities. (CO4)
- (b) Categorize five different ways to manage risk in the business with proper industry examples. (CO4)
- (c) Write in detail about the various financing ways available to start a new venture. (CO4)
4. (a) Choose one of your favourite Entrepreneur in modern business who have devised a new Concept of Entrepreneurship according to you. (CO5)
- (b) Assess the role of venture capitalist as a key source of working capital for running a new business venture. (CO5)
- (c) Evaluate the life cycle of an entrepreneurial firm with succession and professionalism. (CO5)

P. T. O.

Section—B**5. Case-Study** (2×10=20 Marks) (CO2)**Enterprise and Society**

Entrepreneurship has a major contribution in the growth of national economy. So, it is very important to acknowledge the motivational features spurring people to become entrepreneurs and explaining why some are more successful than others.

An enterprise is nurtured by the society. Thus, we can say, it is a portion of society. In the social environment, both of them share a close bonding where they affect each other and share their profits and loss combined. In this “affecting and being affected relationship”, a proper balance should be maintained.

Entrepreneurial Achievement

Entrepreneurs are not always motivated by profit but regard it as a standard for measuring achievement or success. An entrepreneur greatly values self-reliance and strives for distinction through excellence. They are highly optimistic (otherwise nothing would be

undertaken), and they always favor challenges of medium risk that is neither too easy, nor ruinous.

Given below are some factors that contribute to the success of an entrepreneur. The factors are—

- **Self-confidence** — Before convincing others to trust us, it is important to trust our self. The determination or the courage and belief one has on self to achieve the goal is known as self-confidence.
- **Experience** — It's not always necessary to be experienced for starting a business, but yes, having some experience will definitely help save time and effort.
- **Profit** — Opting for a business that has a demand in the market, is always a better choice. However, it is always good to think of a steady income rather than just profit.
- **Brand** — Everybody opts for or at least wishes to opt for branded products or services. The reason varies, some see it as a standard of living, for some it's the