



**II Semester M.B.A. (Day and Eve.) Examination, November/December 2023  
(2021 – 22 Onwards) (CBCS)**

**MANAGEMENT**

**Paper – 2.3 : Entrepreneurship and Ethics**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions from the following. **Each** question carries **5** marks.

**(5×5=25)**

1. Explain the different types of Social Entrepreneurship.
2. Which are the tools and techniques of opportunity selection ?
3. Explain Market feasibility.
4. Discuss the relationship between Business ethics and Laws.
5. List out the Approaches to Managerial Ethics.
6. Explain the common errors in Business Plan Formulation.
7. What are the challenges faced by New Venture Start-ups ?

**SECTION – B**

Answer **any three** questions from the following. **Each** question carries **10** marks.

**(3×10=30)**

8. Write the steps involved in Formulating a Business Plan.
9. Write a short note on :
  - i) Environmental Awareness
  - ii) Corporate citizenship and CSR.
10. Explain by giving two examples of the social entrepreneurship which are in practice.
11. Explain the Competency requirement for entrepreneurs development.



## SECTION – C

## 12. Case study (Compulsory question).

(1×15=15)

A Successful Model in the Tea Café Business in India? follows the story of Chai Sutta Bar founded by Anubhav Dubey and Anand Nayak, when they were just 22 and 23 years old, respectively. Introduction to the Indian tea café culture, the creation of the CSB brand, the company's business model, which includes the launch of a variety of teas, coffees and snacks; the use of kulhads; and the fixing of nominal prices for their tea. The company's franchise model, which helped it expand its network across India, the US, the UK and many other countries.

The challenges faced by CSB and its plans. By 2027, the CSB intended to expand its footprint across all Indian cities and numerous nations around the globe by opening more than 2,000 retail locations and introducing new tea tastes. It remains to be seen whether Dubey's future strategy would prove successful.

**Questions :**

- 1) Examine the various stages of the entrepreneurial process.
  - 2) What are the challenges faced by an entrepreneur during his/her entrepreneurial journey ?
  - 3) How franchise models help them to grow a startup ?
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