

MBA- Semester- III Examination, December 2013

Kadi Sarva VishwaVidyalaya University

Entrepreneurship development (CC301)

Duration: 2 Hours & 30 Minutes

Date: 26/12/2013

Total weightage: 40%

Notes:

1. Make assumptions wherever necessary in your paper and state clearly
2. Working notes must form part of Feasibility.
3. Whenever required put example to support your answer.
4. Figure to right side indicates weightage of question.

Que 1 (A) Explain different phases of entrepreneurial Process in detail. 4%

Que 1 (B) Explain the leadership characteristics of corporate entrepreneurs. 4%

Or

Que 1 (B) Explain various loans available to entrepreneur for business from commercial banks. 4%

Que 2 (A) Explain various types of innovation with suitable example. 4%

Que 2 (B) Why a businessman like to go for international market? 4%

Or

Que 2 (A) What is Business Plan? Explain the scope & value of business plan. 4%

Que 2 (B) What is patent? Explain various types of patent. 4%

Que 3 (A) What is Acquisitions? What are the Advantages & Disadvantages of Acquisitions? 4%

Que 3 (B) Explain the process of decision to exploit or not to exploit the new entry with example. 4%

Or

Que 3 (A) What is Going Public? Explain various Advantage & Disadvantage of Going Public. 4%

Que 3 (B) Mr. Srivastava wants to start new venture. He wants to start new newspaper in Ahmedabad city. Before that he likes to go for Market research for his newspaper. Guide Mr. Srivastava that how he can able to do this market research process so that he can get productive outcomes. 4%

Que 4 (A) Explain four growth strategies with suitable example. 4%

Que 4 (B) What is breakeven analysis? Through Break Even analysis entrepreneur can able to know whether to enter in particular business or not. – Do you agree with statement? Justify your argument with suitable example. 4%

Or

- Que 4 (A) Select a country of your choice & explain various aspects of culture in international market. 4%
- Que 4 (B) 'Any product needs to follow planning & development process to be successful in market.' 4%
Do you agree? Justify your argument with suitable example.
- Que 5 Ahmedabad is one of the developing city of Gujarat State. Mr. Jain wants to start a business of book store. He has desire to make it somewhat innovative. At the same time, Mr. Jain is finding some other players like cross word, British library as their strong competitors. Mr. Jain cannot able to decide what to do. So guide him that whether he can start business of book store in Ahmedabad city by determining technical Feasibility, Marketing Feasibility & Financial Feasibility of book store in Ahmedabad city. Again guide him that how he can make his book store innovative. 8%

Candidate's No. _____

MBA II SEMESTER III REPEATER EXAMINATION
KADI SARVA VISHWAVIDYALAYA, Gandhinagar
Entrepreneurship Development (CC 301)

Date: 23rd April, 2014

Time: 1.30p.m. to 4:00 p.m.

Total Marks: 40

Instructions:

- Answer should be precise and to the point.
- Give examples wherever necessary, to support your answer.

Q1A) How MSMEs have supported promotion of entrepreneurship in India? [4]

Q1B) Explain the different phases of entrepreneurial process in detail. [4]

OR

Q1B) Discuss the nature of the venture capital industry and the venture capital decision process. [4]

Q2) Discuss in detail Business Plan. What are the important points to be remembered while preparing a business plan? [8]

OR

Q2) Define creativity and discuss the techniques for creative problem solving? [8]

Q3A) What do you mean by term, Going Public? Explain various advantages and disadvantages of Going Public? [4]

Q3B) "There are various reasons for one becoming an entrepreneur, which range anywhere from conscious decision to become an entrepreneur, to accidentally becoming an entrepreneur." State various reasons for one becoming entrepreneur. [4]

OR

Q3A) It has been rightly said, "Innovate or get ready to perish." Critically examine this statement with the help of examples. [4]

Q3B) Ms. Shyamala started supplying food items to small gathering of 15 to 20 people from her home out of compulsion. Her dishes were quite delicious & hygienic and she received a positive feedback from her clients. However, her problem is that her orders are not regular and she cannot accept large orders of catering, even 50 to 60, for her want of space and helpers. She is not able to market her activity professionally. What suggestions do you make to overcome the challenges? [4]

Q4A) Discuss importance of calculating ratios for analysing financial plan for entrepreneurs. Take examples of important ratios and explain. [4]

Q4B) Being a franchisor seems to be a mechanism for growth, but what are the growth prospects for entrepreneurs that are franchisees? grow his or her business(es)? [4]

OR

Q4A) Discuss the importance of patent as a legal issue for entrepreneur. [4]

Q4B) Explain four growth strategies with suitable example. [4]

Q5) Mohit Dhavan, age of 30 with 5 years industrial experience plans to start business in Ahmedabad of manufacturing water purifiers. Advise him as to which are the problems he can face before starting of business and how to solve them. [8]

Kadi Sarva Vishwa Vidyalaya, Gandhinagar
MBA – Semester – III – December 2014 Examination
Entrepreneurship Development (CC301)

Date: 22-12-2014

Weightage: 40%

Duration: 2½ Hours

Instructions:

1. Make assumptions wherever necessary and state them clearly
2. Working notes must form part of your answers
3. Figures to the right indicate weightage

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| Q-1 | (A) | Explain the entrepreneurial Process in detail. | 4% |
| | (B) | In india MSME Performs very well. Indian Government is highly promoting entrepreneurship through MSME. Do you agree? Justify. | 4% |
| OR | | | |
| | (B) | Explain the Generation & Exploitation of new opportunity generation process with suitable example. | 4% |
| | | | |
| Q-2 | (A) | What is patent? Explain various types of patent. | 4% |
| | (B) | Explain various entrepreneurial entry strategies with advantage & disadvantage of each. | 4% |
| OR | | | |
| Q-2 | (A) | Explain features of three Legal form of Business. | 4% |
| | (B) | Explain role of Government in small business Financing. | 4% |
| | | | |
| Q-3 | (A) | Explain types of Venture capital firms. | 4% |
| | (B) | What is innovation? Explain types of innovation. | 4% |
| OR | | | |
| Q-3 | (A) | Explain four growth strategies with suitable example. | 4% |
| | (B) | Amul is one of the leading asian Brand. Amul is pioneer as par as milk & milk related products are concern. Arun is an MBA Student wants to take Franchisee of Amul. Guide Arun & Amul both with advantage that each of them can have with franchisee agreement. | 4% |
| | | | |
| Q-4 | (A) | Select any Choclate brand & Perform a product planning & development process on it. | 4% |
| | (B) | What do understand by Acquisitions? What are the Advantage & Disadvantage of Acquisitions? | 4% |
| OR | | | |
| Q-4 | (A) | Samay is leading Daily News Paper of Mumbai based company & wants to enter in Ahmedabad city. For that, Samay News Paper wants to study Ahmedabad market. Explain Samay news Paper with Market research Process to study Ahmedabad market. | 4% |
| | (B) | What is Business Plan? Explain the scope & value of business plan. | 4% |

- Q-5 Mr. Patel wants to start a Restaurant in Ahmedabad city but he is worried 8%
about feasibility of this business. Guide Mr. Patel, that whether his business of
Restaurant is feasible or not. Evaluate this proposal of Restaurant business by
determining technical feasibility, marketing feasibility & financial feasibility.

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