

# AR16

**Code: 16MBA4002**

**SET-2**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA IV Semester Supplementary Examinations, APRIL,2019**

## **ENTREPRENEURIAL DEVELOPMENT**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. a) Define the term entrepreneur? What are the chief characteristics of entrepreneur?  
b) What is the role of Entrepreneurship in Economic Development?
2. a) Define Entrepreneurship Development programme. What is the need and objectives of EDP?  
b) What is meant by NIESBUD? Explain its objectives and activities?
3. a) Why is it necessary to update the business plan? What specific factors can enhance the need to update the business plan?  
b) Define MSMEs? Briefly explain about the Significance of MSMEs in India?
4. a) What role played by the Government of India in Developing MSMEs?  
b) Briefly elucidate role of commercial banks in promoting micro and small entrepreneurs with examples.
5. a) What is the concept of e-entrepreneur? Explain problems and prospects of e-entrepreneurs in India?  
b) Role of Information Technology in MSME Explain?
6. a) Define marketing. Explain Elements of Marketing Mix?  
b) Explain the problems and prospects of MSME in India?
7. a) Critically evaluate the role of support institutions to promote entrepreneurs.  
b) “Women entrepreneurship is importance socio-economic development” comment on it. Briefly discuss role of women entrepreneurship.

8. **CASE STUDY:**

Globalisation has enabled the entrepreneurs to take advantage of business opportunities all over the world. In the recent times business has started recognizing opportunities in environmentally oriented trends like go green. India is becoming a hub of eco-innovations and this has cut across all business. The present scenarios is idea for types of entrepreneurs to step into green world and take advantage of untapped opportunities. Eco-entrepreneurship has become apparently increasing that indeed contribute to the economic and social development. An entrepreneur makes capital works for them through business where as the ecoprenerus use their business to create eco-friendly atmosphere. The transformation to ecoprenerus occurs when their courage and their determination to solve ecological problems increases and they attempt to do business in e-greenlining of earth, resorting degraded land, cleaning the air, building healthy and safe home, preserving the environment and cultural wonders. In the current era, consumers also prefer to buy products that are eco-friendly. The changing attitude of consumers in India toward environmentally comfortable products led extra opportunities to ecoprenerus.

Questions:

- 1 analyze and explain opportunities to ecoprenerus
- 2 suggest the strategies to develop ecoprenerus.