

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

II MBA IV Semester Regular / Supplementary Examinations, April-2017

ENTREPRENEURSHIP & PROJECT MANAGEMENT

Time: 3 Hours

Max. Marks: 60

Answer any Five questions

All questions carry EQUAL marks

Question No. 8 is compulsory

1. Define entrepreneurship. Explain how entrepreneurship development contributes for the growth of economy of a country.
2. Do you believe that AP Industrial policy (2015-20) is really supporting the MSME's entrepreneur? Justify your answer by analyzing the benefits of the policy.
3. Explain the factors that drive the women towards entrepreneurial career. Discuss the socio – cultural issues of women entrepreneurship in India.
4. “Entrepreneurship is a leadership function.” Discuss in detail.
5. A company wants to start a fertilizer factory. Assume a location of your choice and explain the steps of feasibility study applicable to the start of this factory.
6. Discuss the following ways of incorporating risk in the investment decision making process: judgmental evaluation and payback period requirement.
7. Explain the challenges and methods to overcome them for an international project.
8. **CASE STUDY: The Incomplete Plan:** When Joan Boothe drew up her business plan, she was certain it would help her get venture capital. Joan is in the throes of putting together a monthly magazine directed toward executive women in the workplace. The objective of the periodical is to provide information useful to women who are pursuing careers. The first issue is scheduled to go to press in 90 days. Some of the articles included in this issue are "Managing Your Time for Fun and Profit," "What You Need to Know about Dressing for Success," and "Money Management: Do It Like the Experts." A section also is devoted to successful women at work. It is titled "Women in the News." Other features include a question-and-answer section that responds to letters and inquiries from readers (the first issue's questions were submitted by a group of women executives, each of whom had been asked to help get the column started by sending in a question); a stock market section that reviews industries or companies and points out the benefits and risks associated with investing in them; and a column on the state of the economy and the developments or trends expected over the next 12 months.
Joan's business plan consisted of six parts: a summary, a business description, a manufacturing segment, a management segment, a milestone schedule segment, and an appendix. When it was returned to her with the rejection letter, the venture-capital firm wrote, "Without a marketing segment, attention to critical risks, and a financial segment, this plan is incomplete and cannot be favorably reviewed by us. If you would provide us with this additional information and submit the rewritten plan within the next 60 days, we will be happy to review the plan and give you our opinion within 10 working days."

Questions:

- a) What should Joan put in the marketing segment? What types of information will she need?
- b) For the critical-risks assessment segment, what key areas does Joan have to address? Discuss two of these.
- c) For the financial segment, what suggestions would you make to Joan regarding the kinds of information to include? Be as specific as possible.