



## Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Course:MBA

Semester:IV

Name of the Paper: *Entrepreneurship and Project Management*

Paper Code:MB 402

Time: 1.5 hour

**Maximum Marks: 50**

**Note:**

- (i) This question paper contains two Sections - A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 5 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 20 Marks.

**Section A**

Q1.

- a. Define Entrepreneurship. How does an entrepreneur differ from a manager?
- b) Discuss the characteristics and functions of an entrepreneur. (CO1,2)
- c) Explain the concept of Intrapreneurship. How does it differ from traditional entrepreneurship? (CO2)

Q2.

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(2X5 = 10 Marks)  
(CO1,2)

~~A~~  
(2X5 = 10 Marks)

- a) What are the different types of entrepreneurs? Provide suitable examples.
- b) Discuss the myths and realities of entrepreneurship.
- c) Explain the role of corporate entrepreneurship in large organizations.

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(CO1,3)  
(CO 2)  
(CO2)

Q3.

~~A~~  
(2X5 = 10 Marks)

- a) Discuss the theories of entrepreneurial motivation and their relevance in today's business environment. (CO3)
- b) Explain the role of creativity in business idea generation with suitable examples. (CO4)
- c) Describe risk reduction strategies for new venture exploitation. (CO6)

~~M~~  
Q5. Case Study

~~M~~  
(20 Marks)

**Section B**

Read the case carefully and answer the following questions:

### **Case Study: Rise of a Rural Entrepreneur**

Neha, a young entrepreneur from a small town in Uttarakhand, identified a gap in the availability of organic food products. She observed that many local farmers were producing organic vegetables and grains but lacked access to proper markets. To bridge this gap, Neha started a venture that connected these farmers to urban consumers through an online platform. She faced several challenges, including convincing farmers to adopt standardized packaging, ensuring consistent supply, and gaining the trust of urban buyers. However,



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through perseverance, digital marketing, and collaborations with organic certification bodies, she established a successful business. Today, her venture not only provides sustainable income to farmers but also caters to the growing demand for organic food.

Questions:

- a) Identify the type of entrepreneur Neha represents. Justify your answer. (CO2,4)
- b) Discuss the challenges faced by Neha as an entrepreneur and suggest possible solutions. (CO3,4)
- c) Explain how Neha's business aligns with the principles of social entrepreneurship. (CO4,5)
- d) What strategies can she implement to scale up her business while maintaining product quality and customer trust? (CO5,6)

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