



## Term Evaluation (Even Semester) Examination May-June 2025 (For Placement Drive, NOC Students)

Roll no.....

Name of the Course and semester: MBA IV

Name of the Paper: Entrepreneurship and Project Management

Paper Code: MB402

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.
- (v) Please specify COs against each question.

### Section A

Q1.

(2\*5 = 10 Marks)

- a) What are the key attributes of an entrepreneur? Discuss the desirable and acquirable traits with examples. (CO1)
- b) Compare and contrast an entrepreneur with a manager in terms of mindset, skills, and approach. (CO1)
- c) Describe the types of entrepreneurs with suitable examples. (CO2)

Q2.

(2\*5 = 10 Marks)

- a) Outline a method to generate and assess new business ideas using creativity tools and environmental scanning. (CO2)
- b) Discuss the types of entrepreneurial innovation and their impact on competitive advantage with examples. (CO2)
- c) Assess the concept of entrepreneurial readiness. How do age, timing, and conditions impact entrepreneurial success? (CO3)

Q3.

(2\*5 = 10 Marks)

- a) Analyze the risk reduction strategies entrepreneurs can adopt while entering new markets. (CO3)
- b) Evaluate the scope and challenges of rural entrepreneurship in India. Propose a sustainable business model. (CO4)
- c) Analyze the role of social entrepreneurship in addressing societal challenges. Support your answer with an Indian example. (CO4)

### Section B

Q4. Caselet (Compulsory)

(20 Marks) (CO5)

Read the case below and answer the question that follows:

Case Study: "EcoBite – The Sustainable Cutlery Startup"

EcoBite is a startup founded by two MBA graduates that produces biodegradable cutlery made from agricultural waste like rice husk and wheat bran. The company started with a modest investment and targeted eco-conscious consumers in urban areas. Within two years,



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EcoBite scaled operations and partnered with organic restaurants and large food delivery platforms. However, they now face stiff competition from plastic alternatives, rising production costs, and limited reach in rural markets.

Question:

As a consultant, propose a strategic plan for EcoBite to overcome its current challenges and scale sustainably. Your plan should include:

Opportunity identification

Market expansion strategy

Innovation in product or business model

Risk reduction approaches