

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA/MBA(IB) (Sem.-2)

**ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Subject Code : MBA-207-18

M.Code : 76159

Date of Examination : 11-07-22

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

**SECTION-A**

**Write briefly :**

1. Difference between Entrepreneur and Manager.
2. Entrepreneurial Culture.
3. Women Entrepreneurs.
4. Venture Capital Funding.
5. Technical Feasibility.
6. Social Entrepreneurship.
7. Role of EDII in Entrepreneurship Development.
8. Financial Schemes offered by SIDBI for entrepreneurs.

## SECTION-B

### UNIT-I

9. Describe the qualities required to be a successful entrepreneur. Also, explain the role played by an entrepreneur in economic development of a country like India.
10. What are the problems faced by Indian Women Entrepreneurs? Also, discuss in brief major financial schemes available for the promotion of women Entrepreneurship in India.

### UNIT-II

11. Explain the factors that motivate people to become entrepreneurs.
12. Define the term Entrepreneurial Innovation. Describe with examples, various sources of innovation.

### UNIT-III

13. What is a business plan? What does the reader expect to learn from a business plan?
14. Discuss the various B- plan software programs available in the market. Which one will you choose and why?

### UNIT-IV

15. What do you mean by Project Management? What are the areas of determining project feasibility?
16. Discuss the role played by Central Govt. and State Govt. in promoting the entrepreneurship with various incentives, subsidies and grants in India.

## SECTION-C

17. **Read the following case and answer the questions given in end :**

Byju's Raveendran's passion for teaching was ignited after tutoring a few friends for prep exams way back in 2003. The Azhikode-born teacher-entrepreneur's equation with teaching began in 2007 when he quit his IT job in the UK and set up shop in Bangalore. Raveendran is an extremely humble and grounded personality. He has never forgotten his roots or allowed fame and money to change him. At present his game-changing education app Byju's has over 10 million downloads just on the Android platform. Byju's believes

in, *“If you know how to learn, then you can learn anything”*. For many students in our education system, learning is more or less an activity which involves rote learning and then reproducing the information on Final exams. Realising the rot in the system, Byju’s set out to make learning a more fun and gratifying experience. Not limiting himself to just teaching subjects, Byju’s revamped the whole experience behind learning. As an entrepreneur, one need to be curious and willing to explore options, as this inquisitive nature will help one in finding solutions and work to improve the status quo. The core of Byju’s’s vision and mission has been to revolutionise the education system, something which struck a chord with students, parents, and even investors. When the underlying motive behind your venture itself is disruptive, support will flow in from all quarters. With a constant focus on making learning and educating a holistic pursuit, Byju’s has always tried to satisfy the students. At present, Byju's also offers personalised solutions to each individual user based on their needs. With reports, data and insights, and customization tools given to all students, they have the power of learning exponentially. With an 89 percent subscription renewal rate, Byju’s has created a long-term partner for learning for lakhs of students. What Byju’s has done really, really well and why it is getting all this love from the market is because it cracked the commerce part of the question in an effective way. What stated with low-key online courses, education start up Byju’s is now eyeing overseas expansion. There is a lot of work ahead for Byju’s in the coming year to sustain the momentum it's built up so far. It made its first acquisition by buying Vidyarthi, a career guidance and academic profile-builder.

**Questions :**

- a. Describe the reasons of Byju’s success.
- b. Can it sustain the momentum it has built so far?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**