

Roll No.

Total No. of Pages: 03

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MBA/MBA (IB) (Sem. – 2)
**ENTREPRENEURSHIP DEVELOPMENT AND PROJECT
MANAGEMENT**

Subject Code: MBA-207-18

M Code: 76159

Date of Examination : 22-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write short notes on:

- a) Key attributes of an Entrepreneur.
- b) Rural Entrepreneurship.
- c) First Generation Entrepreneur.
- d) Innovation and invention.
- e) Types of entrepreneurs.
- f) Techniques of ending a venture.
- g) PERT and CPM.
- h) Project Review.

SECTION-B

UNIT-I

2. Explain the characteristics of an Entrepreneur.
3. Explain the role and importance of women entrepreneurship in economic development of any country?

UNIT-II

4. What do you understand by entrepreneurial skills and strategies?
5. How creativity is related with business idea generation? Explain with example.

UNIT-III

6. What do you mean by IPR? Explain the legal provisions associated with the establishment of IPR.
7. Write note on reasons for the failure of entrepreneurial ventures.

UNIT-IV

8. What do you mean by project Management? Why it is important?
9. Explain in detail different sources of finance available for starting up new business.

SECTION-C

10. Case Study: SETTING STANDARDS

Emergency, Now Just a Call Away

Once Sweta Mangal, CEO & co-founder, Dial 1298, finished her Masters in the US, she decided to return back to India. While she was in Tata AIG. Life, her friend Shaffi Mather approached her with an idea, one that could result in saving lives of people in Mumbai. The idea was to start an Ambulance Service in Mumbai modelled around 911 of the US and 999 of the UK. "I found the idea very interesting and decided to be a part of it. With limited resources, I along with four other friends founded the Dial 1298 for Ambulance service in Mumbai. The service started with ten ambulances in May 2005 and today, has 70 ambulances operating in Mumbai and Kerala " express Mangal.

With their unique business model, dial 1298 has become a case study at many foreign universities. Emergency medical services is an inherently loss making proposition worldwide to operate as a commercial venture but the 1298 ambulance project, with its unique model, has been operating for last four years on self-sustainable basis while providing universal access in case of emergency. "We have been recognized for the cross subsidy model which had worked successfully for four years now. As part of this recognition, Dial 1298 for Ambulance has been made a case study at Harvard Business School University of Michigan: Ross Business School. It has also been made project study at Yale, NYU, Oxford, Stanford Princeton and LSE," informs Mangal adding, "The experience has been very motivating for us; it makes us feel more confident about what we have set out to do. In the last two years, we have had students from the above universities visit us to understand the model and have also discussed with us ways and means of scaling up the service. The whole process of becoming a case study has been truly motivating; knowing that top universities are teaching what we hat built gives us immense amount of confidence not only in our work but also in ourselves."

Mangal adds that though they did face a few challenges in the beginning today, they are highly satisfied and are pushing themselves to do better so that they can inspire more to follow their passion.

Indian Entrepreneurs are making waves throughout the world; their ideas, technical knowledge and entrepreneurial skills have yielded unprecedented growth in income, employment and wealth. Their case studies are in fact now being studied at top universities across the globe.

Questions:

- a) How the above entrepreneur proceed with their Innovations?
- b) What prompted these entrepreneurs to initiate their Enterprise?