

Roll No.

Total No. of Pages : 03

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

**ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Subject Code : MBA-207-18

M.Code : 76159

Date of Examination: 06-05-2024

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have 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**

1. Write briefly :

- a) Rural Entrepreneurship
- b) Entrepreneurial Mindset
- c) Opportunity Assessment Plan
- d) Entrepreneurial Motivation
- e) Patents
- f) Bankruptcy
- g) Demand Analysis
- h) Social Cost Benefit Analysis.

**SECTION-B**

**UNIT-I**

2. Define the term Entrepreneur. How this term is different from Manager? Discuss the functions of an entrepreneur in detail.

3. *"Government has played an important role in Entrepreneurship Development"*. Do you agree? Justify.

#### UNIT-II

#### 4. Write a detailed note on :

- a) Entry Strategy
  - b) Risk Reduction Strategy.
5. Discuss various types of Entrepreneurial Innovation. Explain the process of product planning and development.

#### UNIT-III

6. *"In the last decade, various entrepreneurial ventures have failed in India"*. Highlight various reasons that are responsible for the failure of an entrepreneurial venture.
7. Define the term Business Plan. Discuss its scope. Explain how business plan can be implemented?

#### UNIT-IV

8. Discuss various steps that are required for the generation and screening of Project Ideas.
9. Define the term Project Financing. Discuss various Post Audit and Administrative aspects of Project Review in detail.

#### SECTION-C

#### 10. Case Study :

Women entrepreneurship in India: A case study of Jaishree Kabra of Kothari Silk : A lot of adapted analogues of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as : "a force that mobilizes added assets to accommodate unmet bazaar demand", the adeptness to actualize and body something from about nothing", "the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity". This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advance ante and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adeptness arrest entrepreneurship.

Women entrepreneurs have tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree's dynamic

and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that none of their designs is ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on a computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar Kameez Dupatta set). Women are now proving to the world that their role in society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in entrepreneurship with a clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and an appropriate environment.

**Answer the following questions :**

- a) Elucidate the details of women's entrepreneurship and possible outcomes of this case.
- b) What will be the reasons behind entrepreneurial development in the case of the present study?
- c) Suppose if you are the women entrepreneur, explain the role played by you for the economic development.

**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.**