

Roll No.

Total No. of Pages : 03

Total No. of Questions :10

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

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code :MBA-207-18

M.Code :76159

Date of Examination:27-11-2025

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

1. Write briefly :

- a. Women-Entrepreneurs
- b. Social Entrepreneurship
- c. Concept of IPR.
- d. Venture Capital
- e. PERT and CPM Model.
- f. Technical Analysis
- g. Product Planning
- h. Private Equity

SECTION - B

UNIT - I

2. Discuss the various functions of an entrepreneur.
3. What are the problems faced by Women Entrepreneurs? What are the major financial schemes available for promotion of women entrepreneurship in India?

UNIT - II

4. Explain the concept and theories of entrepreneurial motivation.
5. Discuss in detail the concept and types of entrepreneurial innovation.

UNIT - III

6. What is a business plan? How would you write a business plan?
7. Elaborate the provisions related to protection of copyrights and trademarks for an entrepreneur.

UNIT - IV

8. What is Project Analysis? How do you determine financial feasibility of a project?
9. Write a detailed note on post audit and administrative aspects of project review.

SECTION - C

10. **Read the following case study:**

Riya Malhotra, a fashion design graduate from Amritsar, started her own boutique called "**Riya's Threads**" in 2021. With a small investment and support from her family, she focused on traditional Punjabi clothing with modern designs. Initially selling through Instagram, her brand quickly gained popularity.

Riya faced challenges like limited access to finance, difficulty in hiring skilled tailors, and managing business operations alone. She later availed benefits from the **MUDRA loan scheme** and hired local women, empowering them through employment.

Answer the following questions:

- a. What entrepreneurial qualities did Riya demonstrate in her journey?
- b. Mention two challenges faced by women entrepreneurs in small businesses.
- c. How did government support help Riya grow her venture?

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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.