

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT : ENTREPRENEURSHIP DEVELOPEMENT
(Marketing Management)

Day : Wednesday Time : 02.00 PM TO 05.00 PM
Date : 15/05/2019 S-2019-5054 Max. Marks : 70

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q.1** Discuss the concept of Entrepreneurship. What do you think are barriers to Entrepreneurship? [10]
- Q.2** What are the conditions favourable to Corporate Entrepreneurship? [10]
- Q.3** What is the role of support organizations for growth and development of Small Scale Industries in India? [10]
- Q.4** Discuss nature and overview of Venture Capital. Outline the Venture Capital process. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Growth of Women Entrepreneurship in India
 - b) Project feasibility
 - c) Difference between Manager and Intrapreneur

SECTION - II

- Q.6** A small scale business is into food processing in India. Advise the organization, on the importance of selling the processed food products to international markets. How do you think going international will benefit the firm? [15]
- Q.7** Prepare an outline of business plan for a firm intending to start business as an online food delivery platform. [15]
- Q.8** Suggest suitable sources of finance for a new start up firm that wants to provide online hotel bookings to travelers. [15]

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