

## Model Question Paper

### First Semester MBA Degree Examination, 2023-24

### Entrepreneurial Development and Start-Up Eco System

Time: 3 Hours

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Q1 to Q7.*

*2. Question No. 8 is compulsory.*

*3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.*

			M	L	C
Q1	a.	Explain the concept of entrepreneurship. Classify the key features of being a successful entrepreneur.	03	L2	CO1
	b.	Ms. Amy is a young entrepreneur who started her sustainable fashion brand. She faced initial challenges like product development and testing, conducted feasibility study, organized marketing campaigns, etc. Despite facing initial challenges, Amy's business has grown steadily over the past few years, gaining recognition for its eco-friendly practices and stylish designs. Identify the characteristics of successful entrepreneur and utilize that to the above case of Ms. Amy to describe the reasons behind her successful entrepreneurial journey.	07	L3	CO2
	c.	Imagine Mr. Sajan, a passionate pastry chef, who dreams of starting a bakery specializing in artisanal desserts. He has years of experience working in renowned bakeries and wants to turn his love for baking into a successful business venture by consulting someone who has knowledge on process of starting new business. Based on Mr. Sajan's aspirations to launch his bakery, could you develop a detailed startup plan he should follow to start a new venture to turn his dream into reality?	10	L3	CO3
Q2	a.	Ms. Priya is considering starting a food delivery service in her neighborhood. Before moving forward, she wants to understand what a feasibility study is and how it could help her with her business venture. Help Ms. Priya by illustrating a feasibility study in the context of a business venture.	03	L2	CO1
	b.	Mr. Murthy wants to start a tech company that develops a new mobile application for fitness tracking. He's excited about the idea, but he's not sure if it's technically feasible. Using Mr. Murthy's situation as an example, select the best features for the success of a fitness tracking app while choosing key components of a technical feasibility study.	07	L3	CO3
	c.	Mr. Bhanage wants to launch a new eco-friendly cleaning products line. He is dreaming of starting a new venture to make his dream into reality. He's eager to create a project report to guide him through the process, but he's unsure of what	10	L3	CO3

		exactly it should include. With Mr. Bhanage's situation in mind and having knowledge about project report, could you develop a project report by explaining the components typically found in a project report for a product/service organization like his?			
Q3	a.	Mr. Alex has a brilliant idea for a tech startup but lacks the funds to get it off the ground. He's heard about venture capital but isn't quite sure how it works. Could you explain the concept of venture capital and discuss how it plays a crucial role in addressing the financial hurdles faced by startups and businesses with high-growth potential?	03	L2	CO1
	b.	Mr. Rohan, dreams of starting an organic farming venture. He has started the organization bootstrapping and dreaming of taking it to next level but faces financial hurdles. He's heard about NABARD, IDBI, etc about financial institutions which will fund business ventures. He is not sure how NABARD operates and the procedure to get funding. Help Mr. Rohan to study and develop knowledge about the procedures followed by the financial institutions to fund various organizations also identifying the various kinds of support extended by NABARD for entrepreneurs like him in achieving both survival and sustainable growth for their businesses.	07	L3	CO3
	c.	Consider Ms. Maya, who is launching a tech startup and has made all the arrangements for starting a new venture. The plans for expansion and growth are ready but needs funding. She's is aware of crowd funding and curious about the types of venture capitalists that could potentially support her venture. Analyse Maya's situation by stating how different types of crowd funding options are found and who will help Ms. Maya in getting the support needed to develop her businesses.	10	L4	CO4
Q4	a.	Mr. James started a small restaurant but had to close it down after a year due to financial difficulties. He wonders why his venture failed. Illustrate the reasons why Mr. James' entrepreneurial ventures failed	03	L2	CO1
	b.	Mr. Ravi is passionate about starting his manufacturing unit for eco-friendly packaging materials. He's interested in knowing how SIDBI can support him in this endeavour. Taking Mr. Ravis's situation utilize the support extended by SIDBI in promoting entrepreneurship and small-scale industries that specifically benefit Ravi in establishing his eco-friendly packaging business.	07	L3	CO2
	c.	Ms. Priya is planning to start a small-scale textile manufacturing unit and is exploring different financial and developmental institutions for support. She has heard of various Government agencies like IDBI, SIDCO, IIE, and DIC but is unsure about their differences and which one would be the best fit for her business. Make a comparative analysis outlining the distinctions between IDBI, SIDCO, IIE, and DIC to understand the differences to benefit Ms. Priya in making an informed decision about which institution to approach for assistance with her textile manufacturing venture.	10	L3	CO3
Q5	a.	Mr. Raj works in a small electronics company. He's tasked with developing a new product, but he's not sure where to start. outline a model which demonstrates the development of the new product.	03	L2	CO1
	b.	Ms. Asha is an artist who creates unique digital artwork. She's considering whether to protect her creations with intellectual property rights but isn't sure	07	L4	CO4

		about the significance of IP in economic and cultural development. Analyse the role of intellectual property (IP) for both the economic and cultural development of society which will help Ms. Asha to understand the role and influence of protecting her digital artwork with IP rights.			
	c.	Mr. Akash invented a groundbreaking technology for renewable energy generation. He's interested in obtaining a patent for his invention but wants to understand the rights associated with patents and how they are enforced. Help Mr. Akash by focusing on the rights associated with patents which will help him in discussing and taking decisions to enforce these rights, particularly in cases of infringement.	10	L4	CO4
Q6	a.	Ms. Malini dreams of starting her organic skincare line. She's eager to create a comprehensive business plan but isn't sure where to begin. Consider the situation and help Ms. Malini by demonstrating a comprehensive business plan for a hypothetical entrepreneurial venture	03	L2	CO1
	b.	Mr. Arjun has a brilliant idea for a tech startup but lacks the funds to get it off the ground despite participating in hackathons, shark tank, etc. He's curious about the role of financial institutions in India's startup ecosystem. Financial institutions will help in developing the startup ecosystem in India. By taking benefit of this case, help Mr. Arjun to choose the right institute by focusing on the kinds of benefits and support provided by these institutions for his tech startup idea.	07	L3	CO2
	c.	Ms. Priyanka is an aspiring author who has just completed her first novel. She's interested in understanding the various classes of works protected under copyright law in India. Consider Ms. Priyanka's case, Could you Classify the different classes of works protected under copyright law in India help her to protect her work under the right category which will motivate Ms. Priya in protecting her novel and ensuring her creative rights are safeguarded?	10	L4	CO4
Q7	a.	Mr. Rohan wants to start his clothing brand. He's heard about Indian Institute of Entrepreneurs doesn't understand how they help entrepreneurs. Explain the working mechanism of a IIE in acting as a one-stop platform for entrepreneurs like Rohan who want to start their businesses.	03	L2	CO1
	b.	Ms. Sasha is planning to launch a new online marketplace for handmade crafts. She's interested in creating a business plan using the Osterwalder Business Model Canvas but needs guidance on how to integrate it effectively. Given Sarah's venture into the online marketplace for handmade crafts, take part in developing a comprehensive business plan using the Osterwalder Business Model Canvas as a reference framework which will analyze her business model and strategies for success.	07	L3	CO2
	c.	Mr. Aarav comes from a family of successful entrepreneurs. He believes that entrepreneurship is innate and can't be learned. On the other hand, Ms. Maya, who has no family background in business, thinks that anyone can become an entrepreneur with the right mindset and skills. Using Aarav and Maya's perspectives as a backdrop, analyse the situation and explore the statement "Entrepreneurs are born, not made" in the context of entrepreneurship.	10	L3	CO3
Q8		<b><u>CASE STUDY (Compulsory)</u></b> Started in the early 1900s by Dewan BabadurMurugappaChettiar as money lender	20	L4	CO4

	a.	<p>and trader, the family governed Murugappa Group is the one of the largest business groups in India, with over 35 billion in sales and over 3000 employees as of 2004. The third and fourth generations of the family are successfully the loose confederation of several companies and a number of SBUs that form the group. The family believes that business is a means to serve the society and have contributed immensely to the society.</p> <p>Head quartered in Chennai, the group has a diversified portfolio with strong presence in Sanitaryware, fertilizer, abrasives, automotive chains, cycles, steel tubes, etc. Apart from this portfolio consists of IR enabled services, financial services including insurance and plantations</p> <p>Each of seven flag-ship companies of the group was lead by the family as CEO, with no formal interaction among the companies as a group, but only informal consultations among family members. Male family members start their career as junior executives and depending on their performance, move up in the organization. They are mentored by senior family members, both on business and family values.</p> <p>In 1991, with the opening up of the Indian economy, the family felt it advantage to be a group in a more formal way and officially constituted a Murugappa Corporate Board (MCB), composed of family members. The new competitive environment required speedier and more flexible group business portfolio decisions than could be made when individual family members were emotionally involved in separate business units and focused on their individual company's day to day management. It was hard for the group to make a business decision to restructure, downsize or sell a division or unit, if that entity was a favorite of a brother or cousin running it.</p> <p><b><u>Questions:</u></b></p> <ol style="list-style-type: none"> <li>1. Identify the key characteristics of M/s. Murugappa Group that contributed to its success as a business house? Additionally, compare the characteristics that differentiate the M/s. Murugappa Group from other companies and contribute to its sustained growth and prominence in the business world? (10 Marks)</li> <li>2. Reflecting on the challenges faced by the Murugappa Corporate Board in 1991, could you identify the specific obstacles they encountered? Furthermore, list the methods used by the board to address these challenges, and what were the outcomes of their actions. (10 Marks)</li> </ol>			
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