

Code No: MB1342/R13

MBA IV Semester Regular/ Supplementary Examinations, April-2017

ENTREPRENEURSHIP DEVELOPMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any **FIVE** Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Who can become an entrepreneurs? | 5 |
| b | Briefly elucidate ethics and social responsibilities of entrepreneurs | 7 |
| 2. a | “Women entrepreneurship is importance socio-economic development” comment on it. Briefly discuss role of women entrepreneurship | 7 |
| b | Briefly outline corporate entrepreneurship | 5 |
| 3. a | How do you design an appropriate training programme for new and existing entrepreneurs ? and suggest suitable training institutions that can undertake the designed training programme | 9 |
| b | Write brief notes creativity and entrepreneurship | 3 |
| 4. a | Briefly discuss the salient factors that induce small business project growth | 7 |
| b | How do you ensure effective project control? | 5 |
| 5. a | Define small enterprise and briefly discuss growth strategies for small business enterprises with suitable examples | 6 |
| b | Outline in nutshell the role and importance of micro- entrepreneurs in international business | 6 |
| 6. a | Breifly elucidate role of commercial banks in promoting micro and small entrepreneurs with examples | 7 |
| b | Outline role of educational institutions in promoting entrepreneurship | 5 |
| 7. a | Briefly explain mobility of entrepreneur | 5 |
| b | Outline in nutshell various sources and methods of ideas generation training programmes | 7 |

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8. Globalisation has enabled the entrepreneurs to take advantage of business opportunities all over the world. In the recent times business has started recognizing opportunities in environmentally oriented trends like go green. India is becoming a hub of eco-innovations and this has cut across all business. The present scenarios is idea for types of entrepreneurs to step into green world and take advantage of untapped opportunities. Eco-entrepreneurship has become apparently increasing that indeed contribute to the economic and social development. An entrepreneur makes capital works for them through business where as the ecopreneurs use their business to create eco-friendly atmosphere. The transformation to ecopreneurs occurs when their courage and their determination to solve ecological problems increases and they attempt to do business in e-greenlining of earth, resorting degraded land, cleaning the air, building healthy and safe home, preserving the environment and cultural wonders. In the current era, consumers also prefer to buy products that are eco-friendly. The changing attitude of consumers in India toward environmentally comfortable products led extra opportunities to ecopreneurs.

Questions:

- 1 analyze and explain opportunities to ecopreneurs
- 2 suggest the strategies to develop ecopreneurs.
