

Code No: MB1342/R13

MBA IV Semester Supplementary Examinations, May-2019

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 | Define entrepreneurship? Discuss the importance of women entrepreneurship? | 6M |
| b | Discuss the role of various agencies in promoting women entrepreneurship? | 6M |
| 2. a | State few methods of Idea generation. | 6M |
| b | Explain the process of planning for starting up a new enterprise? | 6M |
| 3. a | Discuss the steps involved in project identification? | 6M |
| b | What are the problems to be faced in the process of project identification? | 6M |
| 4. a | Describe various steps to be taken by an entrepreneur to start a small industry. | 6M |
| b | State the challenges faced by MSME's? | 6M |
| 5. a | Explain the role of Educational Institutions for Entrepreneurial Development? | 6M |
| b | State the objectives and functions of NIESBUD? | 6M |
| 6. a | What is the importance of small and micro enterprises in the development of Indian Economy? | 6M |
| b | What are the main causes for sickness of small business units? What remedial measures do you suggest? | 6M |
| 7. a | What is training? Is training essential to inculcate entrepreneurship among entrepreneurs? | 6M |
| b | Differentiate between training for new and existing entrepreneurs? | 6M |

8. CASE STUDY

One day 2 or 3 billion people will have cell phones, and they are all not going to have PC's," says Jeff Hawkins, inventor of the Palm Pilot and chief technology officer for Palm One. "The mobile phone will become their digital life," Hawkins predicts. After a slow start, mobile phones have become more ubiquitous- there are 1.5 billion in the world today- and smarter. Today's most sophisticated phones already have the processing power of a mid-2010s PC while consuming 100 times less electricity. The phones are used to send e-mail, browse the web, take pictures, and play video games. Hawkins predicts that within the next few decades all phones will be mobile phones, capable of receiving voice and internet signals at broadband speeds, and that mobile-phone bills will shrink to a few dollars a month as phone companies pay off their investment in new networks. New smart phones in the works include Palm's pocket-size Treo600, with a tiny keyboard, a built-in digital camera, and slots for added memory; and Motorola's MPx, which features a "dual-hinge" design. The handset opens in one direction and appears to be a regular phone, but it also flips open on another axis to look like an e-mail device, with the expanded phone keypad serving as a small, conventional qwerty keypad.

12M

Being witnessed with the tremendous growth in the mobile phone market all over the world, it became inevitable for the companies dealing with mobile phones to launch/upgrade a new version or new mobile for every six months. The utility of the mobile phone increased drastically in the daily lives of the people and being considered as 'extended organ' for the human race.

- i. At this junction, if you are an Entrepreneur in the mobile phone market in India, how do you assess the future demand for mobile phone market in India?
- ii. What are the factors to motivate Indian consumers for using smart phones?
