

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)**

**MBA II Year I Semester Regular & Supplementary Examinations December-2023  
ENTREPRENEURSHIP DEVELOPMENT**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer all Five Units 5 x 10 = 50 Marks)

**UNIT-I**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 1 | a | Discuss the role of government in the promotion of entrepreneurs.      | CO1 | L1 | 5M |
|   | b | Outline the contribution of entrepreneurs to the economy of a country. | CO1 | L2 | 5M |

**OR**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 2 | a | Assess the importance of small business in Indian economy. | CO1 | L4 | 5M |
|   | b | Discuss the important features of entrepreneurship.        | CO1 | L2 | 5M |

**UNIT-II**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 3 | a | Make a SWOT analysis of you as an entrepreneur.     | CO2 | L3 | 5M |
|   | b | Write short notes on debt capital and seed capital. | CO2 | L2 | 5M |

**OR**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 4 | a | Generate ideas to start a home service provider business. | CO2 | L4 | 5M |
|   | b | From which sources do you raise the capital for business? | CO2 | L4 | 5M |

**UNIT-III**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 5 | a | What is a Project? Make a classification of projects. | CO3 | L3 | 5M |
|   | b | Write short notes on project life cycle.              | CO3 | L2 | 5M |

**OR**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 6 | a | What are the contents of project report? Explain.                 | CO3 | L2 | 5M |
|   | b | Define project appraisal. Explain the scope of project appraisal. | CO3 | L2 | 5M |

**UNIT-IV**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 7 | a | How do you take decisions under uncertainty?               | CO4 | L3 | 5M |
|   | b | Is it beneficial to exploit new entry strategy? Summarize. | CO4 | L4 | 5M |

**OR**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 8 | a | What is an imitation strategy? Come up with three examples of firms that have used imitation to reduce the risk of entry.  | CO4 | L2 | 5M |
|   | b | Do you consider Kishore Biyani, founder of Big Bazaar, as a successful entrepreneur? Elaborate the strategies used by him. | CO4 | L5 | 5M |

**UNIT-V**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 9 | a | Give a brief account on the promotional efforts supporting women entrepreneurs.                       | CO6 | L2 | 5M |
|   | b | Identify any two successful women entrepreneurs in India and highlight the reasons for their success. | CO6 | L3 | 5M |

**OR**

- |    |   |   |     |    |    |
|----|---|---|-----|----|----|
| 10 | a | What are the obstacles faced by rural entrepreneurs? Suggest measures to overcome them.   | CO6 | L3 | 5M |
|    | b | You are a person from rural area in a drought prone region. What difficulties you may face in starting your own enterprise in that area? Also suggest measures to help the rural entrepreneurs. | CO6 | L5 | 5M |

**SECTION – B**  
(Compulsory Question)

11

1 x 10 = 10 Marks

**CASE STUDY**

Founded in 2013 primarily as a coding boot camp, Tech Talent South offers both part-time and full-time courses on topics like Ruby on Rails and Big Data Analytics. Most of the camp's programs are run out of cooperative working spaces and temporary locations throughout the cities it has a presence in. The primary focus of the Atlanta-founded and now North Carolina-based company as branded in the name was on coding in the South, but the company to date has expanded to eleven markets with plans to expand even more. The founder, Betsy Idilbi, jokes that she wouldn't have named the company Tech Talent South if she had known its full potential and growth, including being plugged into the entrepreneurial ecosystem in places such as Columbus, Ohio. The company even has offices in the northeastern city of Hartford, Connecticut.

- i) Could a feasibility analysis have helped Betsy from the start?
- ii) The company has expanded its business to offer corporate trainings at existing companies, rather than teaching classes directly to student enrollees. How would you identify a new potential market for Tech Talent South to enter?
- iii) What could be done with its existing business?
- iv) How would you advise the company on making go-or-no-go decisions for entering new markets?

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