

Reg. No: 

--	--	--	--	--	--	--	--	--	--

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

**MBA I Year I Semester Supplementary Examinations Feb-2021  
ENTREPRENEURSHIP IN PRACTICE**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

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

**UNIT-I**

- 1 a What do you mean by Entrepreneurship and explain the features of Entrepreneurship? 5M
- b Briefly explain the entrepreneur competencies? 5M

**OR**

- 2 a How would you classify types of ownership? 5M
- b Explain about the importance entrepreneurship in Indian Economy. 5M

**UNIT-II**

- 3 a How do you generate idea if you want to start manufacturing business? 5M
- b Taking Flipkart company as an example can you formulate a theory for SWOT Analysis. 5M

**OR**

- 4 a Explain about Source of Capital. 5M
- b Explain difference between venture capital vs bank investment. 5M

**UNIT-III**

- 5 a What is the significance of Project Planning in Entrepreneurship? 5M
- b How would you clarify Project Planning development? 5M

**OR**

- 6 a Design a project proposal for agriculture based businesses. 5M
- b If you want to start a hotel business write business plan for angel investor. 5M

**UNIT-IV**

- 7 a What conclusions you can draw Entrepreneurial Strategy? 5M
- b What conclusions you can draw for entry strategy? 5M

**OR**

- 8 a Explain the role of environmental instability in Entrepreneurship. 5M
- b Define Market scope strategy. Describe it with suitable examples. 5M

**UNIT-V**

- 9 a Define scope of entrepreneurship among women. 5M
- b Explain about Successful cases of women entrepreneurs. 5M

**OR**

- 10 a Discuss the need of Organizing EDPs and how it helps Rural Entrepreneurship. 5M
- b Summarize the entrepreneurship development programmes in India. 5M

**SECTION – B**  
(Compulsory Question)

11

1 x 10 = 10 Marks

**CASE STUDY**

As youth programs face severe budget cuts, many youth sports organizations respond by raising their fees, which shifts the costs to families. Good Sports was founded in 2003, to tackle this problem by providing new equipment, footwear, and apparel to those most in need. The organization's addressable markets include children ages five to eighteen living in low-income households, as defined by poverty data, and participating in youth sports in top fifty metropolitan service areas. This Boston-based organization has plans to expand from its three existing markets in Dallas, Chicago, and Boston to seven total markets by 2023 with a goal to serve 600,000 kids by that target date.

- i. What would a customer empathy map look like for Good Sports' target user? What about its target customer segment? Would it or should it differ in differing markets? Is the Boston area user any different from say, an Atlanta, user?
- ii. Given its social mission, what are some impact measures Good Sports could use to gauge success and impact.

\*\*\* END \*\*\*