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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)****MBA II Year I Semester Regular Examinations Feb-2021
ENTREPRENEURSHIP DEVELOPMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 Discuss the Fundamentals of Corporate Entrepreneurship with suitable examples. 10M

OR

2 What is the role of government in the promotion of Entrepreneur? 10M

UNIT-II

3 Taking Flipkart company as an example can you formulate a theory for SWOT Analysis? 10M

OR

4 Explain the following: i) Private Offering's ii) Bootstrap financing. 10M

UNIT-III

5 Bring out the steps involved in feasibility study. 5M

OR

6 If you want to start a hotel business write business plan for angel investor. 5M

UNIT-IV

7 What are the „new entry exploitation“ strategies that can be availed by a newly entered entrepreneurship? 10M

OR

8 State the Imitation strategies and how to manage newness in the business. 10M

UNIT-V

9 Define scope of entrepreneurship among women. Explain its Nature and Scope. 10M

OR

10 What is the need of women entrepreneurs in Indian economy? Elucidate. 10M

SECTION – B

(Compulsory Question)

11 1 x 10 = 10 Marks

Incorporated in 2003, Tesla declared in its mission statement that its goal is “to accelerate the world’s transition to sustainable transport,” and it has proven itself a leader in green technology in the automotive sector. In its initial business plan, by co-founder Martin Eberhard, the electric sports car company promised to provide the value of a high-end sports car at a lower cost to the customer and a lower environmental cost to the planet. Electric vehicles were seen as inferior to standard vehicles prior to Tesla’s innovations in creating powerful cars that piqued consumer desire.

The generic automotive manufacturing business model relies on collaborative manufacturing with industry partners and a distribution model dependent on third parties. Standard cars are aimed at people and businesses with individual transportation needs. This model is commercially viable because of custom-equipped add-on features to the per-vehicle prices.

Question;

Tesla’s business model is different. Identify at least three ways in which the Tesla model differs from the traditional automotive business model.

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