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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)****MBA I Year I Semester Regular Examinations Nov/Dec 2019****ENTREPRENEURSHIP IN PRACTICE**Time: **3 hours**Max. Marks: **60****SECTION – A**(Answer all Five Units **5 x 10 = 50** Marks)**UNIT-I**

- 1 a. Define entrepreneur. Discuss the characteristics of a good entrepreneur. **5M**
b. Explain the qualities required to become an entrepreneur. **5M**

OR

- 2 Critically examine the role of entrepreneurship in economic development of a country like India. **10M**

UNIT-II

- 3 Explain the linkage between creativity, innovation and entrepreneurship. **10M**

OR

- 4 What is venture capital? Highlight the philosophy behind introducing the concept of venture capital in entrepreneurship development. **10M**

UNIT-III

- 5 What is project report? Explain the guidelines to be followed while preparing the project report. **10M**

OR

- 6 Write the differences between technical feasibility analysis and financial feasibility analysis and bring out their importance. **10M**

UNIT-IV

- 7 What do you mean by new entry exploitation? How do you approach it? **10M**

OR

- 8 What do you mean by environmental instability? How it occurs? **10M**

UNIT-V

- 9 a. Define 'women entrepreneur'. How are the women entrepreneurs classified in India? **5M**
b. Discuss the problems of women entrepreneurs. **5M**

OR

- 10 Explain the role of NGOs in promoting women entrepreneurship in India. **10M**

SECTION – B
(Compulsory Question)

1 x 10 = 10 Marks

Mr. Karan Senadhi is a self employed entrepreneur who had a rough time in early years. When he was only sixteen, he joined in a clerical job, later he joined in the office of Standing Committee On Public Enterprises (SCOPE) and while working he pursued his studies and obtained M.Com. Degree by 2013. Being in publication division of SCOPE he made up his mind to enter in to printing line on his own. Mr. Karan started his own unit, viz., “The Printers” in 2015. Just within a year, Mr. Karan has been able to develop a number of clients such as National Fertilizers Ltd., Rajasthan Catalyst Foundation, National Alliance of Young Entrepreneurs, besides many other private parties. He was able to generate a turnover of Rs. 5 lakhs in this period.

He attributes his success to ensure complete customer satisfaction. Quality of workmanship is personally supervised by him with his sub contractors. He is extremely particular to adhere to the promised time schedule for completion of his job. He has plans to go for desk top publishing by middle next year and a full-fledged printing process over the coming years.

Question:

Identify the external and internal factors responsible for the prosperity and growth of the business and the young entrepreneurs in this case.

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