

Q.P. Code: 16MB718

R16

Reg. No:

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

MBA II Year I Semester (R16) Regular Examinations November 2017

Entrepreneurship Development

Time: **3 hours**

Max. Marks: **60**

SECTION – A

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

Q.P. Code: 16MB718**R16****UNIT-I**

1 Define the business plan. Prepare business plan to start a small enterprise. 10M

OR

2 What are the various steps taken by government for promoting entrepreneurship among youth? 10M

UNIT-II

3 How SWOT Analysis used in Entrepreneurship? 10M

OR

4 How can you generation an Idea to start an business? 10M

UNIT-III

5 Explain about PLC? 10M

OR

6 'Feasibility in Project Planning is needed in Entrepreneurship 'support this statement? 10M

UNIT-IV

7 List out the risk reduction strategies. 10M

OR

8 If you are the Entrepreneur, how can you Generation of new entry opportunity? 10M

UNIT-V

9 What are the various steps taken by government for promoting women entrepreneurship in India? 10M

OR

10 Define entrepreneur and its scope of Women entrepreneurship 10M

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks**11 Case Study**

After completing their MBA, Adesh and Nishant got jobs in the IT sector and Were based in Bangalore. Nishant was from Delhi and Adesh was from Kolkata. Both were missing home cooked food and found the officering from the office canteen to be highly unappetizing. They tried out some of the tiffin services but did not find them satisfactory. After thinking about it for some time, they decided to quit their jobs and start a professionally managed Tiffin service in Bangalore, as Chulha.

They found certain gaps in the current local Tiffin service providers , which could be easily addressed, as discussed below.

1. Quality is not maintained by other Tiffin providers. In chulha, one of the partners will be directly responsible for quality control to ensure that quality is maintained .
2. Usually, the food is cooked by the owner who is a Kannada has no idea about the taste buds of non-kannadas who are the main clients. Chulha plans to have north Indian cooks who can satisfy the demands with non locals.
3. Currently, no Tiffin provider has a feedback mechanism in place. Also, people have to eat what has been Prepared Without having any choice. Chulha has developed a website, which among other things will deal with these requirements forum on the site will help them judge the taste of their customers and they can adapt the tiffins accordingly.