

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH TRIMESTER MBA DEGREE EXAMINATION JANUARY 2019

51 ENTREPRENEURSHIP

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

Write short notes on:

1. Distinction between creativity and entrepreneurship.
2. Industrial Sickness
3. Bonus issues and stock splits
4. Small Industry Extension Training Institute
5. Detailed Project Planning

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Examine the status of women entrepreneurship in India. What are the challenges in making women as entrepreneurs?
7. "Small scale industries contribute to the economic development process in any developing country" – Discuss.
8. Discuss in detail the role of SFC as an institution in the context of financing of SSI units.
9. List the various types of information that may be needed for writing a business plan.
10. How is a social entrepreneur different from other entrepreneurs? How can social entrepreneurs attract and retain the right talent?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Webaroo was founded by Rakesh Muthur, Bradley Husick, and Beerud Sheth. Webaroo provides technology that helps you search and browse web page on the go. The software is fast, free and can be used on laptops, mobile phones, PDAs, storage device and even desktop computers. It aims to give people convenience of browsing the web from just about anywhere with the choicest of web pages.

Rakesh has been a founder of three technology startup companies in the past ten years and has been an early – stage investor in several other companies. He was a founder and CEO of Junglee, whose virtual – data base technology led to the creation of comparison shopping on the internet. And Junglee was acquired by **amazon.com** in 1998. He was also a founder of Armedia, which was one of the first companies with chip designs for the video component of the DVD standards. Armedia was acquired by Broadcom in 1999. He also founded PurpleYogi, now Stratify, which provides enterprise solutions for the management of un structured data. Rakesh is a board member of Geodesic, a BSE listed company, whose Mundu Instant Messenger is used by millions of people.

The other co-founders of Webaroo also have an entrepreneurial background in technology- related firms.

There are over a billion people who surf the net and there are about 2.5 billion mobile devices, but the use of the Net on the go has not really taken off. Webaroo approaches this problem in a unique way. By pre selecting of few section of the NET, you can download what is relevant to you. For a wide range of web packs and adding websites that you frequently browse, you can choose the section of the web you wish to keep with you. As the content is stored on your laptop or device, pages load at memory speed. Also, updating content is fast and easy and completely in the users control.

Webaroo was setup in 2004 and it has office in Santa Clara in California and Delhi. Its main development centre is in Mumbai. There, it is based in SINE, the incubator at IIT Powai.

Questions:

- a) Why did Webaroo choose to be part of the incubator at IIT Powai? (10)
- b) Is there really any justification for an incubator to take in Webaroo even though it is made up of seasoned entrepreneurs? (10)
