

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (R), MAY 2023

(2021 Scheme)

Course Code : 21MBA202

Course Name: Entrepreneurship Development

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Explain the difference between an entrepreneur and a manager.
2. Illustrate the relationship between a venture capitalist and startups.
3. Compare micro and small firms.
4. Define DIN and TIN.
5. What is social entrepreneurship?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. The economic development of any country depends on its entrepreneurship ecosystem. Comment.
7. Illustrate the basic steps to be followed for preparing a business plan.
8. What are the legal framework requirements for starting an MSME?
9. Explain the concept of Production planning in MSME.
10. Rural entrepreneurship in India is in very nascent stage. Analyze the statement with your own insights.

PART C

(Compulsory question, the question carries 20 marks)

Background:

11.

John Smith, a young entrepreneur, grew up in a small village in a rural area. After completing his education, he moved to the city in search of a job. He worked for several years in different companies but always had a dream of starting his own business. He decided to move back to his village and start a small-scale business.

Challenge:

John faced several challenges in starting his business in a rural area. The first challenge was the lack of infrastructure and resources. The village did not have proper roads, electricity, or water supply. The second challenge was the lack of skilled labor. Most of the people in the village were farmers and

did not have the necessary skills to work in a manufacturing unit. The third challenge was the lack of awareness and knowledge about entrepreneurship among the people in the village.

John decided to start a small-scale manufacturing unit that would produce low-cost products for the local market. He identified the most pressing needs of the people in the village and designed products that would cater to those needs. He also trained and hired local people and provided them with the necessary skills and knowledge to work in the manufacturing unit.

To overcome the infrastructure challenges, John decided to invest in renewable energy sources such as solar panels and wind turbines to generate electricity. He also set up a rainwater harvesting system to collect and store water for the manufacturing unit.

To create awareness and promote entrepreneurship among the people in the village, John organized workshops and training sessions. He invited successful entrepreneurs from nearby towns to share their experiences and inspire the villagers to start their own businesses.

Result:

John's efforts paid off, and his business became a success. The low-cost products produced by his manufacturing unit were in high demand in the local market, and he was able to create a steady stream of revenue. The employment opportunities provided by his business also helped to reduce the migration of young people from the village to the city in search of jobs. The awareness created by his workshops and training sessions also inspired several young people in the village to start their own businesses.

a) What were the challenges that John faced while starting his business in a rural area Marks (10)

b) Does this case shows that entrepreneurship can be a powerful tool for economic development? Explain. Marks (10)
