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MBAH 501

Third Semester M.B.A. Degree Examination, December 2018
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Entrepreneurship and Small Business

Time : 3 Hours

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

Max. Marks : 70

SECTION – A
(Compulsory)

Note : Answer the following question and the answer should **not** exceed **six** pages. **(1×15=15)**

1. Explain the concept of Social Enterprise and Social Entrepreneurship. What are the responsibilities of an Entrepreneur towards society ?

SECTION – B

Note : Answer **any five** of the following questions. **Each** question carries **eight** marks. Answer to the question should **not** exceed **five** pages. **(5×8=40)**

2. Why may a trademark be invalidated ? Explain.
3. What are the major problems faced by the women Entrepreneurs in India ? Explain the significance of promoting women Entrepreneurship in India.
4. Discuss the various factors influencing the mobility of entrepreneurs.
5. Explain the role of Central Government and State Government in promoting Entrepreneurship in India.
6. Discuss the different schemes for promoting entrepreneurship in backward and rural areas.
7. Explain different stages in project formulation process.
8. Describe the benefits and concerns of marketing on the internet. Be specific in your answer.
9. Discuss the main components of good feasibility plan.

P.T.O.



SECTION – C
(Compulsory)

Note : Read the following case study and answer to the questions should **not** exceed **six** pages. **(1×15=15)**

10. Ms. Manaswini has a degree in robotics and she loves to design products. She started her career in 'Robotech' which uses high end technology in all their products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in manoeuvring their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation.

Question :

Explain the stages she has to pass through before becoming an Entrepreneur.