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MBAH 501



Third Semester M.B.A. Degree Examination, April/May 2022

**BUSINESS ADMINISTRATION
Entrepreneurship and Start-Ups**

Time : 3 Hours

Max. Marks : 70

**SECTION – A
(Compulsory)**

Answer the following question and it should **not** exceed **6** pages. **(1×15=15)**

1. Assuming yourself as a industrial consultant, identify any two new ideas for Start-Up, project for entrepreneurs and write a detailed business plan any of the chosen idea.

SECTION – B

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

2. What is the economic and social significance of Entrepreneurial growth ?
3. Explain the concept of entrepreneurial personality with an example.
4. Give a brief account of the process of new business idea development.
5. Explain the first two elements in the innovation process.
6. Identify the critical components of an effective business plan.
7. Identify the financing options for new venture start-ups.
8. When is franchising appropriate, from the business owner's point of view ? Provide an example.

**SECTION – C
(Compulsory)**

Answer to this question should **not** exceed **6** pages. **(1×15=15)**

9. Business Model is an important tool/document, for a firm to succeeding in any business. It provides ways and means on how a business can deploy its resources in the pursuit its goal. Give an example of a startup company's business model to illustrate and discuss the strengths and weaknesses of the model.