

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

II –MBA II-Semester Model Paper (BR23), May 2025

Entrepreneurship development (MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART -A

UNIT-I		Marks	CO	BL
1.a)	Define entrepreneurship and explain the types of entrepreneurship	6M	Co1	BL1
b)	Discuss in detail the theories of entrepreneurship	6M	Co1	BL2
OR				
2.a)	What are the internal and external factors influencing entrepreneurship?	6M	Co1	BL1
b)	Discuss about creative performance in terms of motivation and skills	6M	Co1	BL2

UNIT-II		Marks	CO	BL
3.a)	Explain idea generation in entrepreneurship	6M	Co2	BL2
b)	What is market segmentation? Explain the process of market segmentation?	6M	Co2	BL1
OR				
4.a)	Discuss the role of SIDBI in project management.	6M	Co2	BL2
b)	What is project planning and explain the basic planning steps?	6M	Co2	BL1

UNIT-III		Marks	CO	BL
5.a)	What is business incubation? Write down the process and purpose of setting up business incubation centres?	6M	Co3	BL1
b)	Define uncertainty and explain various types of uncertainty.	6M	Co3	BL1
OR				
6.a)	Explain various policies of the government for the development of small scale industries in India.	6M	CO3	BL2
b)	Discuss about Institutional support for new ventures.	6M	CO3	BL3

UNIT-IV		Marks	CO	BL
7.a)	What is the difference between family and non- family business ?	6M	CO4	BL1
b)	Elucidate the role of women entrepreneur in business.	6M	CO4	BL2
OR				
8.a)	Explain about sick industries.	6M	CO5	BL2
b)	What is BIFR? And explain the main functions of BIFR?	6M	CO5	BL1

UNIT-V		Marks	CO	BL
9.a)	What is innovation? Explain the five C's of innovation.	6M	CO6	BL1
b)	Illustrate the managing Innovation with in firms.	6M	CO6	BL2
OR				
10.a)	Describe the role of Technology in management of innovation	6M	CO6	BL2

b)	Explain about Managing Intellectual property rights.	6M	CO6	BL2
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PART – B

<i>CASE STUDY</i>		Marks	CO	BL
11	<p>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 maneuvering 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.</p> <p>*Identify the concept and explain the steps in its process.</p>	10M	CO6	BL4
