Course Code: 23MB4C02

BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE

(AUTONOMOUS)

II – MBA II - Semester Regular/Supplementary Examinations (BR23),), May - 2026

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 an entrepreneur? Discuss the Non-Economic Barriers to Entrepreneurship.	6M	CO1	BL2
b)	Explain the views of De Bono in Entrepreneurship ?	6M	CO1	BL2
	OR			
2.a)	Classify and explain different types of Entrepreneurship.	6M	CO1	BL4
b)	Outline the theories of Entrepreneurship.	6M	CO1	BL3
	UNIT-II	**Marks**	**CO**	**BL**
3.a)	Interpret the objectives of Idea Generation.	6M	CO2	BL2
b)	Describe the concepts related to feasibility Analysis ?	6M	CO2	BL2
	OR			
4.a)	Discuss the nature and importance of Project Management.	6M	CO2	BL2
b)	Demonstrate the role of SIDBI in Project Management.	6M	CO2	BL2
	UNIT-III	**Marks**	**CO**	**BL**
5.a)	Discuss the different types of Uncertainty.	6M	CO3	BL2
b)	Point-out the problems of Financial Institutions and Small-scale Industries.	6M	CO3	BL4
	OR			
6.a)	Interpret the Govt. Policies for SSIs.	6M	CO3	BL2
b)	Explain different type of incentives and facilities in new ventures.	6M	CO3	BL2
	UNIT-IV	**Marks**	**CO**	**BL**
7.a)	Differentiate between Professionalism and Family Entrepreneurs.	6M	CO4	BL4
b)	Discuss the advantages and disadvantages of bank Syndication.	6M	CO5	BL2
	OR			
8.a)	Explain the role of Woman Entrepreneur in Business ?	6M	CO4	BL4
b)	Summarize the remedies of Sickness.	6M	CO5	BL2
	UNIT-V	**Marks**	**CO**	**BL**
9.a)	Discuss the significance of Innovation Management.	6M	CO6	BL2
b)	Explain the term New Product Strategy and steps in managing New product development ?	6M	CO6	BL2
	OR			

		Marks	CO	BL
10.a)	Describe the steps in managing innovation within firms.	6M	CO6	BL2
b)	Explain the importance of Intellectual Property Rights.	6M	CO6	BL4

PART – B

CASE STUDY

		Marks	CO	BL
11	The company Movie Pass aimed to disrupt the American movie business by introducing the subscription-based pricing model as against the pay-per-view pricing model that was prevalent for a long time. Though the subscription service began in 2011, this game changing subscription plan launched on August 15th 2017 disrupted the American movie business which had long been plagued with decreasing theatre admissions and increasing ticket prices. In just over nine months, MoviePass' subscription base had increased from 20,000 to 3 million. Its parent company Helios and Matheson Inc. (HMNY) launched two subsidiaries (Movie Pass Ventures and Movie Pass Films) to penetrate the ecosystem more effectively. However, its fast-paced success could only last for a short spell as the other competitor started to copy Movie Pass format. **Questions:** 1. Discuss the case on the Uniqueness and Competitiveness of the idea 2. Explain the Environmental Threat and Opportunity in the concept of Movie Pass. 3. Mention the other ways to beat the competition that Movie Pass is currently facing	10M	CO2	BL2

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