

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-4)
ENTREPRENEURSHIP & MANAGING SMALL MEDIUM BUSINESS

Subject Code : MBA-402

Paper ID : [A2525]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. What is entrepreneurship? What is the need of entrepreneurship?
2. What are the reasons for the failure of entrepreneurial ventures?
3. Define women entrepreneurs. What are the problems faced by women entrepreneurs?
4. What is the importance of Small Medium Enterprises in Indian economy?
5. Write a brief note on Venture Capital Funding.
6. Write a brief note on SME funding.

SECTION-B

UNIT-I

7. What are the characteristics of creative personality? Explain with appropriate examples the role of creativity in business development.
8. What is intrapreneurship? What is the difference between intrapreneurship and entrepreneurship? What are the advantages and disadvantages of being a successful?

UNIT-II

9. What is the role of women entrepreneurs in Indian economy? Discuss the role of various institutes and government schemes to help and uplift women entrepreneurs.
10. What is meant by entrepreneurship development? What role does the DIC or the SISI plays in entrepreneurship development?

UNIT-III

11. What is the meaning of Small and Medium industry? Elaborate upon the steps for starting a small industry.
12. What are the components of SME environment? Discuss the various source of finance for SME's.

UNIT-IV

13. What is the significance of technical and financial feasibility reports in project management of SMEs?
14. What is the role played by Central government and State Government in promoting?

SECTION-C

15. Answer **any two** of the following questions :

Kurt Jones, a microbiologist with a speciality in cyrogenics, was in hot pursuit of finding new ways to freeze ice cream, and developed the ice cream of the future. By focusing on a research question for the dairy industry he was able to creatively apply his talents to make an entirely new product. Jones was attempting to discover ways to freeze ice cream faster, a question whose answer would serve the dairy industry well and perhaps increase the profitability for ice cream makers. A simple business question led to an amazing discovery. Through his research, Jones found that ice cream could actually be frozen into dry, round dots. Because of the ease in freezing, packaging, and serving, Jones pursued this "new" ice cream dots, the name Dippin' Dots was suggested and accepted. The company now is spreading throughout food courts, arenas, and shopping malls.

Like regular ice cream, chocolate is the most popular Dippin' Dots flavor. Unlike regular ice cream, Dippin' Dots are readily scooped, don't melt, and don't freeze your mouth. The creators of the company state that you cannot get a brain freeze from eating their ice cream. The frosty factor that produces the Dippin' Dots ice cream looks like a wild Willy Wonka factory from the past. Through use of a top secret technique of using CO₂, Jones creates this sweet sensation that is a delectable treat across the United States.

Questions :

- a. Discuss the role of innovation in the success of Dippin' Dots. Do you believe creativity played a role here? Explain.
- b. Analyze the Dippin' Dots case using the I 2 P approach.
- c. If you are asked to offer managers at Dippin' Dots ideas on how to practice innovation or get into that frame of mind, what would you suggest?