

Code No: **24BA2T6****I MBA - II Semester - Regular Examinations – JUNE 2025****ENTREPRENEURSHIP DEVELOPMENT AND
BUSINESS MODELS**

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.

2. Part-A contains 5 essay questions with an internal choice from each unit.
Each Question carries 12 marks.

3. Part-B contains one Case Study for 10 Marks.

4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

| | | | BL | CO | Max. Marks |
|------------------------|----|--|----|-----|---------------|
| <u>UNIT – I</u> | | | | | |
| 1. | a) | Analyse the role of Government policies in fostering Entrepreneurship in India. | L4 | CO1 | 6 M |
| | b) | Examine the functions of Entrepreneurs. | L4 | CO1 | 6 M |
| OR | | | | | |
| 2. | a) | Assess the effectiveness of Government policies in supporting Entrepreneurship for economic development. | L4 | CO1 | 6 M |
| | b) | Compare the role of Entrepreneurship in developed and developing economies. | L4 | CO1 | 6 M |

| <u>UNIT – II</u> | | | | | |
|-------------------------|----|--|----|-----|-----|
| 3. | a) | Compare the business plans of a manufacturing business and a service-based business. | L3 | CO2 | 6 M |
| | b) | Illustrate how Market Research contributes to an effective business plan. | L3 | CO2 | 6 M |
| OR | | | | | |
| 4. | a) | Demonstrate the importance of Cost-Benefit Analysis in feasibility reports. | L3 | CO2 | 6 M |
| | b) | Evaluate the limitations of feasibility studies in business decision-making. | L3 | CO2 | 6 M |
| <u>UNIT-III</u> | | | | | |
| 5. | a) | Identify the key resources provided by an Incubator and how they help a new business grow. | L3 | CO3 | 6 M |
| | b) | Analyze the impact of Incubation Centers on startup survival rates. | L4 | CO3 | 6 M |
| OR | | | | | |
| 6. | a) | Compare the effectiveness of government-funded Incubators vs. private Incubators. | L4 | CO3 | 6 M |
| | b) | Analyze the challenges faced by Incubation Centres in supporting Startups. | L4 | CO3 | 6 M |
| <u>UNIT – IV</u> | | | | | |
| 7. | a) | Analyse how companies maintain a Competitive Advantage in highly competitive industries like E-commerce or Technology. | L4 | CO4 | 6 M |

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|------------------------|----|---|----|-----|-----|
| | b) | Examine the risks of relying on sources of Competitive Advantage Model. | L4 | CO4 | 6 M |
| OR | | | | | |
| 8. | a) | Explain the key challenges businesses face in executing strategies effectively. | L5 | CO4 | 6 M |
| | b) | How does company culture impact the success of an execution model? | L4 | CO4 | 6 M |
| <u>UNIT – V</u> | | | | | |
| 9. | a) | Analyse the role of continuous improvement in the EFQM framework. | L4 | CO5 | 6 M |
| | b) | Examine the challenges companies face while implementing the EFQM model. | L4 | CO5 | 6 M |
| OR | | | | | |
| 10. | a) | Explain the effectiveness of the CII-EXIM model in improving Indian businesses' global competitiveness. | L4 | CO5 | 6 M |
| | b) | Compare the CII-EXIM model with the EFQM model in terms of business impact. | L4 | CO5 | 6 M |

PART – B

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|---|-------------------|----|-----|------|
| 11. | CASE STUDY | L4 | CO1 | 10 M |
| Case Study: Overcoming Financial and Regulatory Barriers in Entrepreneurship Aisha, a young entrepreneur, had an innovative idea for a sustainable fashion brand. However, she faced several barriers to starting her business, including lack of funding, complex regulatory requirements, and high | | | | |

competition. Banks were hesitant to provide loans due to her limited credit history, and government regulations required multiple licenses and approvals, delaying her business launch. Despite these challenges, Aisha sought alternative funding through crowdfunding and angel investors while working with a business mentor to navigate legal requirements. After a year of struggle, she successfully launched her brand, but she still faces challenges in scaling her business due to limited access to larger markets.

Questions:

- a) What were the key barriers Aisha faced in starting her business?
- b) How did Aisha overcome the financial and regulatory challenges?
- c) What additional strategies could she use to expand her business?
- d) How can governments and financial institutions support new entrepreneurs in overcoming these barriers?