

Reg. No. _____

Name: _____

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH TRIMESTER MBA DEGREE EXAMINATION FEBRUARY 2020**

Course Code: 51

Course Name: ENTREPRENEURSHIP

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all the questions. Each carries 2 marks

Write short note on

1. Entrepreneur Vs Intrapreneur
2. Angel Investors
3. Rights Issues
4. Industrial Sickness
5. Social entrepreneurship

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Discuss the role of Entrepreneurship in Economic Development of our country.
7. Explain briefly the role of IFC and IDBI in the entrepreneurship development.
8. What is meant by Production Planning and Control? Discuss the steps involved in Production Planning and Control.
9. Write notes on
 - a) Concessions and reliefs to small industries
 - b) Franchising
10. Discuss briefly the procedures involved in starting small scale industries.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Read the following case carefully and answer the questions given at the end.

Sabeer Bhatia, the co-founder of Hotmail is the recipient of the “TR 100” award presented by MIT to 100 young innovators who are expected to have the greatest impact on technology in the next few years. He won several laurels- ‘Elite 100’ list of top trend setters in the New Economy by Upside Magazine, ‘People to watch’ in International Business by TIME (2002), “Entrepreneur

of the year” by a venture capital firm Draper Fisher Juvertson (1997).

One needs to know what he has gone into making him a highly creative person. Born in Chandigarh, India, he completed his early schooling at Bangalore, in schools with ethical values. His parents were both professionals; father, Baldev, a senior officer in Ministry of Defence, and mother, Daman, a senior official in the Central Bank of India, who attached great value to education. He has been a brilliant student who would solve problems on the blackboard. He was a perfectionist and would feel miserable if he was unable to write everything he knew in his answer book during an exam, due to limited time. He has also been entrepreneurial during his school days and once opened a sandwich shop.

He joined the Birla Institute of Technology, which he left to study at California Institute of Technology after winning full scholarship. He completed his masters from Stanford University and joined Apple, where he worked for nine months. He had an urge to do something unique using the net, and he came up with Javasoftware a method of using the web to create a personal database, where people could preserve their personal things. He shared his plan with his colleague Jack Smith, who suggested e-mail to Javasoftware. Bhatia worked the whole night to develop the business plan. The two tried various options and came up with “Hotmail” as their final choice, and a brand was launched in 1995. After a year, Microsoft approached them, and Hotmail was sold to Microsoft for \$400 million. Bhatia worked with Microsoft for a year and has launched two more products: Arzoo and Blog Everywhere. From the above account it is obvious that Sabeer Bhatia is brilliant and innovative. He feels that the Indian companies can be more creative. Creativity seems to be his motivation in life.

Questions

1. List out the entrepreneurial competencies of Mr. Sabeer Bhatia with suitable explanation (6 Marks)
2. What competencies are needed to be creative? (6Marks)
3. Identify different methods through which creativity can be nurtured. (8 Marks)

(20 marks)