

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fifth Trimester MBA Degree Regular and Supplementary Examination April 2021

Course Code: 51**Course Name: ENTREPRENEURSHIP**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- | | | |
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| 1 | What is meant by an Intrapreneur? | (2) |
| 2 | Define Angel Investors. | (2) |
| 3 | Explain any two types of Stock split. | (2) |
| 4 | Name the two schemes under the promotion of small scale industries in India. | (2) |
| 5 | What is meant by DPR and state their importance. | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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| 6 | “Entrepreneurs are driven more by their own inner drive rather than by external conditions”. Explain in detail on ‘entrepreneur and entrepreneurship’ as the catalyst in the process of poverty alleviation. | (10) |
| 7 | Industrial sickness is the curse of most of small business enterprises in India. What should an entrepreneur do to prevent sickness? Delineate the magnitude of sickness in small scale sector of India. | (10) |
| 8 | List out the problems which women Entrepreneurs face in India. Discuss in detail on the various measures undertaken by government to facelift the women entrepreneurs. | (10) |
| 9 | “Production planning and control is the essential element of small scale industry” Discuss in detail on various components and different phases of production planning and control? | (10) |
| 10 | Define Social Entrepreneurship? Differentiate social entrepreneurship and business entrepreneurship. Discuss how social entrepreneurship is improving the social wellbeing of the country. | (10) |

PART C

Compulsory question carrying 20 marks

11

An Icon of creativity

(20)

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 greatest impact on technology in the next few years. He has Won several laurels. People to watch' in International Business by TIME (2002), "Entrepreneur of the Year' by a venture capital firm Draper Fisher Jurvetson (1997) , and one of the ten most successful entrepreneurs by San Jose Mercury News and POV" One needs to know what 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 officer 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 (BIT), which he left to study at California Institute of Technology (CIT) 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 " avasoft" 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 to e-mail to javasoft. 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 Hot-mail 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, persistent, and innovative and has scientific and technical knowledge. His friends find him "persistent focused and disciplined". To top it all, he is a perfectionist and entrepreneurial at heart. He has an unquenching desire to create new ventures, and bubble with

new ideas. He feels that the Indian IT companies can be more creative Creativity seems to be his motivation in life; he is still single.

1. Analyze the competencies needed to be creative.
2. Delineate the Creative Journey of Sabeer Bhatia.
3. Discuss the qualities needed for a young Entrepreneur.
4. Young Entrepreneurs are the Machineries to eradicate Poverty. Elucidate.
