

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Second Semester MBA Degree Examination September 2021 (2020 Scheme)

Course Code: 20MBA114

Course Name: ENTREPRENEURSHIP DEVELOPMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

1. Mention the objectives of KVIC scheme.
2. Discuss the role of entrepreneur in social responsibility.
3. What support is provided by the Ministry for promotion of Information & Communication Tools (ICT) in MSME Sector?
4. Define product mix.
5. Define the term social entrepreneurship.

(5 x 2 marks = 10 marks)

PART B

Answer any 3 questions. Each question carries 10 marks

6. Discuss the role of entrepreneurship in economics.
7. Distinguish between joint venture and franchising.
8. Evaluate the functions of MSME in Kerala?
9. What are the taxation benefits available to SSI units?
10. Explain the challenges faced by the entrepreneur in modern environment.

(3 x 10 marks = 30 marks)

PART C

Compulsory question carrying 20 marks

11. Crowd funding platforms, such as Kick starter or Go Fund Me, allow start-ups to access many different investors who may be able to contribute only small amounts in return for relatively small rewards. In the case of the i-Back Pack, those providing funds through Kick starter were largely unaware of the company's post funding operations.
 - a) How did the lack of oversight harm investors?
 - b) How might this situation have been different if a single angel investor had been involved?

(20 marks)
