

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Second Semester MBA Degree Examination June 2022 (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

- | | | Marks |
|---|---|-------|
| 1 | Memorize any two differences between a Manager and an Entrepreneur. | (2) |
| 2 | Who is a Venture Capitalist? | (2) |
| 3 | What do you mean Bounty? | (2) |
| 4 | Mention the meaning of the acronyms DIN & TIN. | (2) |
| 5 | List out the various models of E-Business. | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

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|----|--|------|
| 6 | Enumerate the problems faced by women entrepreneurs. | (10) |
| 7 | Narrate the role played by an incubator in entrepreneurship development. | (10) |
| 8 | Discuss the importance of MSME's in economic development. | (10) |
| 9 | Elaborate the factors affecting product mix. | (10) |
| 10 | Describe the role of Rural Entrepreneurship in economic development. | (10) |

PART C

Compulsory question carrying 20 marks

- 11 In Germany a poor family lived - The Dassler family, which consists of father, mother and two sons. Father was a cobbler and worked in a shoe factory. Mother was a washer woman, worked in a laundry service. The parents had to work hard to meet the needs of the family. The name of the elder one was Adolf and the younger brothers name was Rudolf. They planned and thought to manufacture home-made slippers and shoes to have more income. Adolf Dassler, Rudolf's younger brother, started to produce sports shoes in his mother's kitchen.

Adolf was a craftsman and he designed and made shoes. Rudolf was a salesman and did marketing activities. That's how the Dassler shoes was founded in

Germany Adolf started Adidas and Rudolf started Ruda which became Puma later. That's how the two big shot companies in the sports goods manufacturers were started.

After their parents passed away, there was a stir among the brothers and they parted ways. Initially the employees in Adidas and the employees of Puma were not allowed to socialise. They don't even look at their faces when they walk. Adolf Dassler and Rudolf Dassler parted ways in a bitter sibling quarrel. Their business split, the family divided, and soon enough even the townfolks migrated to opposite sides of the camp.

Today, Adidas and Puma are the second and third largest sportswear manufacturers in the world, behind Nike. The big break came at the 1936 Summer Olympics in Berlin when Adolf approached American sprinter Jesse Owens, unpacked a suitcase filled with spikes, and persuaded him to run with a pair. Owens ended up winning 4 gold medals, while other athletes whom the company outfitted took home an additional 3 gold, 5 silver and a bronze.

For Adi and Rudi, the greatest marketing battles always lay in sponsoring athletes. Muhammad Ali, Franz Beckenbauer and Zinadine Zidane became legendary sportsmen in the three stripes of Adidas. Soccer icons Pele and Maradona and tennis star Boris Becker reached their fame in Pumas.

- a) What made the Dassler family to get into entrepreneurship? What did the two brothers start?
- b) How did adidas grew very popular?
