

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Second Semester MBA Degree Regular and Supplementary Examination June 2023

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 Who is a Fabian Entrepreneur? | (2) |
| 2 Mention the features of an Incubator. | (2) |
| 3 When is an Enterprise considered as a Medium Enterprise? | (2) |
| 4 Define SSI. | (2) |
| 5 What does a social entrepreneur contribute to the society? | (2) |

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

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| 6 Explain the role of Entrepreneurs in Economic development? | (10) |
| 7 What are the benefits of financial institutions in developing entrepreneurship? | (10) |
| 8 Discuss the points to be remembered while setting up an MSME. | (10) |
| 9 Illustrate the rehabilitation measures for Industrial Sickness. | (10) |
| 10 Elucidate the factors affecting Entrepreneurial growth. | (10) |

PART C*Compulsory question carrying 20 marks*

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| 11 A father and son lived in the interior parts of Tamil Nadu. The father's name is Ramasamy and his son's name is Nagaraj. They were very poor that they have to toil a lot to earn and meet the needs of their daily lives. | (20) |
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Nagaraj failed in his 10th exams and he had to work in a textile shop in Tirupur until his arrear's exams would come. He learnt the basics of business and selling there. After completing his SSLC in 1977, Nagarajan realized that he could not afford further education. College education would have been very expensive for him, as he was poor.

One day, he saw an old man begging for his salary for the dhothis he had weaved and the shop keeper was yelling at him. Nagaraj was having a cup of tea in a nearby stall and saw the incident. He went to the old man and asked 'how

much do you get for weaving one dhoti?' Rs.2 was the reply. 'How much do you need to satisfy your family needs?' He got Rs. 4 as response. Nagaraj said that he will pay that old man more and took him into his unit and selected many weavers who were exploited and paid them good salary by acknowledging their talent and hard work. He is one of the biggest business magnets of India and he has given employment to a lot of weavers by paying them high salaries when compared to other business units. He says that those working in his organisation should be paid well and live happily. They manufacture good quality dhotis and shirts. They have moved into another textile business also.

He started his own tiny office in 1983 in Tirupur, with one table and chair and called it Ramraj Khadi Traders. Ramraj is a combination of his father, Ramaswamy, and his own name Nagaraj. In those days the pants were not that famous. Only the rich used to wear a pant and that too a Bell Bottom. He stuck on to dhoti making. Back then, Tirupur was known more as a banian city, and there were no quality dhotis being sold in the market. People attending functions and going on long trips would often carry two dhotis with them, as one would end up getting torn. Today Ramraj cotton is one of the biggest textile companies in India making quality costumes.

- a) Is Nagarajan a 1st or 2nd or 3rd generation entrepreneur - Explain?
- b) What is the quality that Nagarajan possessed to be an entrepreneur?
- c) Why did he pay high salary for his employees?
