

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Second Semester MBA Degree Regular and Supplementary Examination June 2024

Course Code: 20MBA114**Course Name: ENTREPRENEURSHIP DEVELOPMENT**

Max. Marks: 60

Duration: 3 Hours

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

1. Distinguish between innovation and invention.
2. Define Right issue.
3. What are the functions of SIDO?
4. Define sick SSI units.
5. Discuss the term rural entrepreneurship.

(5 x 2 marks = 10 marks)

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

6. 'Development of entrepreneurship in all sector is essential' – Why and How?
7. Why all the hype about crowd funding? What has actually changed to justify it?
8. What support is provided by the Ministry to improve quality of products produced in MSME Sector?
9. What are Micro, Small and Medium Enterprises (MSME) and how MSME (Manufacturing) are different from MSME (Services)?
10. Will the online business suffer when the pandemic ends, or will it accelerate? What do you think?

(3 x 10 marks = 30 marks)

PART C*Compulsory question carrying 20 marks*

11. Identify five other organizations that have services or products that you would want to partner with if you were the lead entrepreneur of Star Enterprises. What value does each of these five organizations provide to Star Enterprises' vision, mission, and value? What services or products are not supported either through Star Enterprises or the five organizations you addressed? What new for-profit or non-profit could be created as a spinoff idea from your research on Star Enterprises?

(20 marks)
