DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT &BUSINESS STUDIES
JAMIA HAMDARD

Even Semester Examination (Online) July - August2021

MBA[Semester II]

Paper Name: Entrepreneurial Management MM: 75

Paper Code: MBA -OUE-20 Time: 03Hours

Email Id of theExaminer:nudratmoinirahman1@gmail.com

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Note:

- Students have to submit the **Scannedhand written solutions**to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attachedPDF shall be named as follows –
  Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Briefly discuss the importance of Environment Analysis from the perspective of entrepreneurship. ? What is the process of business environment analysis? If you are an entrepreneur, conduct a competitor's analysis for your product. (15)

Q2: Business models emerge from the value chain analysis? Discuss and explain with a relevant example. What are the four important components of a business model? Why do business models keep on changing? (15)

Q3: Present four important arguments in favour of small scale industries, in a developing nation like India? Substantiate on the importance of small-scale sector in post covid times. (15)

Q4: Suppose you are an entrepreneur in India who wishes to start overseas venture. Prepare a global Business Plan for your enterprise. Discuss the entry mode to a foreign market as well. (15)

Q5:Institutional Framework has been nurturing entrepreneurship in India since 1950's. Write briefly about the last five year achievements of these agencies-

- Ministry of Micro, Small and Medium Enterprises, GOI (5)
- Start Up India , Initiative (5)
- Small Industries Development Bank of India (5)