

DEPARTMENT OF MANAGEMENT
School of Management & Business Studies
JAMIA HAMDARD

Even Semester Examination 2022

MBA-II Semester
MBA-OUE-20
Entrepreneurial Management

Max. Marks:75

Time: 03 Hour

Attempt any 5 questions, Each question carries equal marks

Q.1 Deliberate upon the importance of the general and specific environments in entrepreneurship. Elaborate upon the process of business environment analysis. (Scanning, monitoring and forecasting). (15)

Q.2 Discuss the of dimensions of entrepreneurship as developed by different writers from 1950's onwards. Also enlist different entrepreneurial competencies in the order of their preference. How could one develop these competencies for entrepreneurship? (15)

Q.3 What is the eligibility criteria for firms to qualify as a start-up? Discuss the action plan of the government with respect to the Start up India scheme. Discuss in detail. (15)

Q.4 Suppose you are starting a complete solution providing wedding service firm. Discuss the value creating process. Outline the entire value chain process. (15)

Q.5 Design the feasibility analysis process for any fashion/luxury product of your choice. Enumerate all the four dimensions of feasibility analysis. (15)

Q.6 Explain the terms:

Bootstrapping (5)

Windows of Opportunity (5)

Buying Intentions Survey (5)

Q.7 Outline the difference between business plan and business models. What are the four important characteristic features which a business model entails.(15)

Q.8 Analyzing the issues being faced by the India's economy why and how small scale sector is more appropriate ? Give arguments in supportr of the SME's.(15)