Roll No......................

Jamia Hamdard
School of Management and Business Studies
Department of Management
Even Semester Examination - August 2023
MBA-II Semester
MBA –OUE-20 & Entrepreneurial Management

Duration: 3 Hour

Max.Marks -60

(5 x 12 = 60)

Note: Attempt any Five Questions, All questions carry equal marks

Q1: Suppose you want to start a company of hair care and skincare products, that are Unani-based (natural). Create a competitive intelligence grid before entering the market. (12)

Q2: Discuss the four important types of feasibility analysis. Create a concept statement for an innovative product of your choice that you wish to sell in the market. What is a buying intentions survey? How is it different from the concept testing? (12)

Q3: Elaborate upon the following terms:
Corridor Principle
Crowd Funding
Cooperatives

Q4: Briefly discuss the role of Incubation centers in creating an entrepreneurial ecosystem. Also, outline two to three important initiatives of Start-up India. (12)

Q5: What are the four components of a Business Model? How does a business model emerge, and from which activities? (12)

Q6: Discuss the pertinent factors in deciding an enterprise's location. (12)

Q7: Explore the functions and achievements of
SIDBI
NABARD
NSIC

Q8: India is a vast country. Briefly describe reasons that small scale sector is a better alternative to large-scale industries in a country like India (12)

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