

ANURAG GROUP OF INSTITUTIONS

MBA II YEAR II SEMESTER

MODEL QUESTION PAPER

ENTREPRENEURSHIP

Answer all questions:

10X2=20

1. Entrepreneurship
2. Process of entrepreneurship
3. Entrepreneurial characteristics
4. Nature of corporate entrepreneur
5. Franchise
6. Opportunities identification
7. IPR
8. Licensing
9. Strategic planning
10. Product development strategies

Essay type questions:

5x8=40 marks

11a) What are the characteristics of a successful entrepreneur? How are entrepreneurs different from managers?

Or

11b) Explain different approaches to entrepreneurship?

12 a) What is entrepreneurial motivation? Is it necessary for a successful entrepreneur? Why?

Or

12 b) Describe the process of conceptualizing corporate entrepreneurship strategy.

13 a) What criteria are adopted by the company to identify a project? Explain with example.

Or

13 b) What are the various methods to initiate entrepreneurial ventures. Explain.

14 a) What is the nature of patents, the rights they provide and the process for filing patents

Or

14 b) Describe the various challenges faced by the new venture startups.

15 a) How do you plan the strategic positioning of the firm. What are the alternatives available

Or

15 b) What are the managerial concerns of growing ventures? How do you develop strategic plans for the growth of the venture?

ENTREPRENEURSHIP

Short Answer Questions:

Unit I:

1. Entrepreneurship
2. Evolution of entrepreneurship
3. Approaches to entrepreneurship
4. Process approach
5. 21st century trends in entrepreneurship

Long answer questions:

1. What do you understand by the term 'entrepreneur'? Give the main characteristics of an entrepreneur
2. Explain the concept of entrepreneur. How does an entrepreneur differ from managers?
3. Explain the main functions performed by the entrepreneurs?
4. What is meant by entrepreneur? How do you distinguish entrepreneur from entrepreneur?
5. Define the term entrepreneur. Comment on the statement that entrepreneurs are made not born.
6. What is entrepreneurship? Distinguish between entrepreneur and entrepreneurship?
7. Give an account of the evolution and growth of industrial entrepreneurship in India.
8. Write an essay on the growth of entrepreneurship in India.
9. Discuss various approached to entrepreneurship?
10. What are the twenty first century trends in entrepreneurship.

Unit II

Short Answer Questions:

1. Entrepreneurial characteristics
2. Individual entrepreneurial mindset and personality
3. The entrepreneurial journey
4. Entrepreneurial ego
5. Entrepreneurial motivations
6. Nature of corporate entrepreneur
7. Sustaining entrepreneurship strategy

Long answer questions:

1. What is meant by entrepreneurial motivation? Is it necessary for a successful entrepreneur? Discuss.
2. Explain the factors which prompt people to become entrepreneurs.
3. What do you understand by achievement motivation? How can achievement motivation be developed?
4. Discuss briefly about individual entrepreneurial mindset and personality?
5. Write a short notes on process of entrepreneurial journey.
6. Explain the mind set and nature of corporate entrepreneurship.
7. Describe the process of conceptualization of corporate entrepreneurship strategy.
8. How to sustain corporate entrepreneurship. Explain.

UNIT III**Short Answer Questions:**

1. Opportunities identification
2. Entrepreneurial imagination and creativity
3. Nature of creativity process
4. Methods to initiate venture
5. Franchise
6. Disadvantages of franchise
7. Focus groups
8. Brain storming
9. Problem inventory analysis
10. Attribute listing

Long answer questions:

1. Discuss the process involved in opportunities identification
2. Elucidate the nature of creativity process
3. Briefly explain various methods to initiate new ventures.
4. Briefly describe the disadvantages of franchising.
5. Explain the importance of entrepreneurial imagination and creativity in identifying new opportunities.

Unit IV:

Short Answer Questions:

1. IPR
2. Copy rights
3. Trade marks
4. Licensing
5. Challenges of new venture startups
6. Feasibility criteria approach
7. Importance of financial understanding
8. Evaluation process of venture

Long answer questions:

1. What is the nature of patents, the rights they provide and the process for filing patents
2. What is a trademark. Discuss the purpose and procedure of filing trademark
3. What is a copy right and how to file for a copy right.
4. What are the different procedures that can protect a venture's trade secrets?
5. What are the various pitfalls in trademarking. How to avoid
6. Explain the process of formulating business plan.
7. What are challenges of new venture startups.
8. What are the critical factors for new venture development.
9. How do you evaluate the new venture development.
10. What is feasibility criteria approach. Explain

Unit V

Short Answer Questions:

1. Strategic planning
2. Strategic positioning
3. Business stabilization
4. Market development strategies
5. Product development strategies
6. Managerial concerns of growing ventures

Long answer questions:

1. How to create growth opportunities.
2. What are the managerial concerns of growing ventures.
3. Explain the process of strategic planning for an enterprise
4. How do you plan the strategic positioning of a new firm

5. What are the strategies for business stabilization?
6. How does strategies impact the growth of a firm. Discuss.

LIST OF CASES

Text Book: Robert D Hisrich, Michael P Peters, Dean A Shepherd: 6th Edition

1. Turner Test Prep CO. Page No. 103
2. Monroe Lock and Security systems, pg no 105
3. The Sammie, Pg no 111
4. Bizland Inc., Page no. 295
5. The Beach Carrier, Pg no. 301
6. Gourmet to Go, page no 304
7. The winslow Clock company – Pg 378
8. Rug Bug corporation – Pg 402
9. Nature Bros Ltd – Pg 413
10. Oklahoma National Bank – Pg 558
11. Datavantage corporation – pg 567
12. Dual Pane company - 578

ANURAG GROUP OF INSTITUTIONS
IV SEMESTER MBA
ENTREPRENEURSHIP

TEACHING PLAN

S.No	TOPIC	REFERENCES	NO.OF. CLASSES
UNIT-I			
1	Introduction to entrepreneurship		1
2	Understanding entrepreneurial mind set		1
3	evolution of entrepreneurship	D F Kuratko and T V Rao " Entrepreneurship - A south Asian Perspective" Cengage learning, 2012	1
4	Process Approach		2
5	Twenty first Century trends in entrp		1
6	Review		2
7	cases		3
	Total		11
UNIT-II			
8	The individual entrepreneurial mind set & personality	Robert Hisrich et al " Entrepreneurship" 6e, TMH, 2012	1
9	the entrepreneurial journey		1
10	Stress and the entrepreneur, ego, motivations		1
11	Corporate entrepreneurial mindiset		2
12	Nature of corporate entrep,		1
13	conceptualisation of corfporate entrp & Sustating		1
14	Review		2
15	Cases		3
	Total		12
UNIT-III			
20	Unit III: Launching entrepreneurial ventures	Nandan H. Fundamentals of entrp, PHI , 2013	2
21	Opportunities identification		1
22	Entrepreneurial imagination & Creativity, 11		2
23	nature of Creativity process		2
24	Innovation and entrepreneurship		1
25	Methods to initiate venture - Create, Acquiring, Franchise,Hybrid, disadvantage of franchise		1
26	Cases		3
	Total		
UNIT-IV			
27	Legal Challenges of entrepreneurship	Khanka,	1

28	Intellectual property protection	Entrepreneurship Development, S.Chand 2012	2
29	Patents, copy rights, trademarks & trade secrets		1
30	Avoiding trademark pitfalls, Formulation of entrp plan		1
31	Challenges of New venture startups- poor financial understanding		2
32	Critical factors for new venture development		1
33	The evaluation process		1
34	Feasibility criterial approach		3
	Review / Cases		2
	Total		14
35	UNIT-V	Robert Hisrich et al " Entrepreneurship" 6e, TMH, 2012	
36	Unit V: Strategic Perspectives in entrepreneurship		1
37	Planning - Stratgec actions		1
38	Strategic positioning		2
39	Business Stabilization		1
40	Building adaptive firms		1
41	understanding growth		2
42	Unique managerial concern of growing ventures		3
	Review / Cases	2	
	Total		13
		Total Classes	62

Name of the Faculty: R.DEVI

Subject Code: R14E22MB01

ANURAG GROUP OF INSTITUTIONS

(Autonomous)

School of Business Management

II-M.B.A-II-Semester End Examinations, July - 2016

Subject: ENTREPRENEURSHIP CONCEPTS AND CASES

Time:3Hours

Max.Marks:60

Section – A (Short Answer type questions)

(10X2=20Marks)

Answer all questions, each question carry equal marks.●

Write short notes on the following:

- 1. Entrepreneurship**
- 2. Process Approach**
- 3. Entrepreneurial Ego**
- 4. Corporate Entrepreneur**
- 5. Franchising**
- 6. Entrepreneurial Venture**
- 7. Copyrights**
- 8. Feasibility Criteria Approach**
- 9. Strategic Positioning**
- 10. Strategic Planning**

Section – B (Essay Type Questions)

Answer all the questions.

(5x8=40 marks)

- 11. A) Explain various Approaches to Entrepreneurship.**

OR

B) Explain the recent trends in entrepreneurship?

12. A) Define entrepreneurial motivation? Explain the role of Entrepreneurial motivation in success of an entrepreneur.

OR

B) Elaborate Sustaining Corporate Entrepreneurship.

13. A) Explain Project Identification with an example.

OR

B) Define Franchising. Explain the hybrid disadvantages of Franchising.

14. A) Discuss in detail about Intellectual Property Protection.

OR

B) Describe the various challenges faced by the new venture startups.

15. A) Explain a) Strategic Actions b) Business Stabilization

OR

B) Explain briefly about the managerial concerns of growing ventures.