

MBA II/III Semester-4/6 (D/E) Examination

NE & IM

April-2024

Time : 2-30 Hours]

[Max. Marks : 70

Instructions :

There are five questions and each question carries equal marks.

- Q-1 How Entrepreneurs think? Do you think that entrepreneurs think effectually? 14
What about your self – do you sometime think effectually? In what ways is it good? Then why are we taught in business classes to always think causally?
- Q-2 What is it more important for an entrepreneur to track cash or profits? Does it 14
depend on the type of business or industry? What troubles will an entrepreneur face if she or he tracks only profits and ignores cash? What troubles will an entrepreneur faces if she or he tracks only cash and ignores profits?
- Or
- Q-2 A) At what level we should start entrepreneur education in Indian 14
education system? What activities and initiatives should be taken up to motivate students to pursue a career as an entrepreneur? How it works in Indian Start-up ecosystem?
- B) What are the characteristics of corporate entrepreneurial Environment? How we can maintain entrepreneurial spirit?
- Q-3 Is going international something that only large and established firm should 14
pursue after they have achieved success in their domestic markets “right off the bat”? which sort of product are more amenable to “going international” by small and new firm. What are the ways to enter in the foreign market?
- Or
- Q-3 Given the difficulties in accurately predicting the future, is business plan 14
useful? Provide three reasons for writing one and three reasons for not writing or preparing a plan. What is your conclusion and why? What you will incorporate to make your business plan excellent?
- Q-4 What are the methods to generate the new ideas? Explain it briefly with 14
suitable example.
- Or
- Q-4 What is the definition of MSME as per new guidelines? Where do they need 14
to register? Which Government schemes are available to resolve their issues? Still What challenges are faced by them?
- Q-5 Is entrepreneurship as art or science or both? Explain it through the life story 14
of Dhirubhai Ambani as an entrepreneur? What competencies you have identified in him as an entrepreneur? Which make him to be an entrepreneur? Explain and give your opinion and justification.

