

Roll No.

Total Pages : 02

MMS/M-20

13048

ENTREPRENEURSHIP

MBA-401

Time : Three Hours]

[Maximum Marks : 70

Note : There are nine questions in all. Attempt *six* questions in all. Q. No. 1 is compulsory.

(Compulsory Question)

1. Discuss the following : **5×4=20**
 - (a) Entrepreneurial ecosystem
 - (b) Differentiate between corporate and intrapreneurial organizational culture
 - (c) Relationship between business and scalability
 - (d) ICT based business models
 - (e) Crowd funding.

2. Entrepreneurship and economic development go hand in hand. Discuss the contribution of startup revolution in promoting entrepreneurship in India. **10**

3. Define the following : **2×5=10**
 - (a) Idea to opportunity mapping
 - (b) Entrepreneurial mindset.

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4. (a) What are the different sourcing of getting new ideas ?
(b) Define value analysis techniques that can help an entrepreneur to get competitive edge in the market.
2×5=10
5. What are the different perspectives to be considered while preparing a business plan ? What are the three key perspectives that matter the most ? Explain. **10**
6. Differentiate between market segmentation and market positioning and the relevance of these two concept to an entrepreneur. **10**
7. Differentiate the following : **2×5=10**
(a) Industry analysis and competitor analysis
(b) Idea and opportunity.
8. Define and differentiate between the three basic legal forms of business entities. Also define the concept of holding company. **10**
9. Write a comprehensive note on digital economy as a boon to entrepreneurs. Also discuss briefly various successful e-Business models. **10**