

**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)**

M.B.A. (First Semester) Regular Examinations, January – 2026

**25MB105 – Entrepreneurship
(MBA)**



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer *ALL* questions

	CO #	Blooms Level
a. Define Entrepreneur and Entrepreneurship.	CO1	K1
b. Describe any two types of entrepreneurs.	CO1	K2
c. Explain brainstorming session and its importance in idea generation.	CO2	K2
d. Mention any two Government schemes supporting Startups and SMEs in India.	CO3	K1
e. State any two importance of planning for a Small-Scale Industry (SSI) / Start-up.	CO2	K1

PART – B

(10 x 5 = 50 Marks)

Answer *all the* questions

	Marks	CO #	Blooms Level
2. a. Write a short note on Self-Help Groups (SHGs) and their role in entrepreneurship development.	5	CO1	K1
b. Explain the traits and competencies required for a successful entrepreneur.	5	CO1	K3
OR			
c. Analyse the major factors promoting entrepreneurship in India with suitable examples.	10	CO1	K4
3. a. Discuss the process of opportunity identification and product/service selection.	6	CO2	K2
b. Describe idea generation and idea screening.	4	CO2	K3
OR			
c. Explain project feasibility and describe the different types of feasibility analysis used in project evaluation.	5	CO2	K3
d. Describe the criteria for selecting a product or service.	5	CO3	K2
4. a. Describe venture capital and explain the venture capital process with suitable examples.	5	CO5	K2
b. Briefly outline the importance of planning for a small-scale enterprise/start-up.	5	CO2	K3
OR			
c. Explain the various sources of finance available for startups in India.	6	CO4	K2
d. Write a short note on Techno-Economic Feasibility Assessment (TEFA).	4	CO5	K1
5. a. Explain PESTLE Analysis and discuss their relevance in strategic business decision making.	6	CO3	K3
b. Describe SWOT analysis in the context of business strategy.	4	CO2	K2
OR			
c. Explain business strategy and business model.	5	CO4	K1
d. Discuss the benefits of business model innovation.	5	CO3	K2
6. a. Discuss the strategies adopted by startups to capture new markets.	5	CO5	K1
b. Identify key emerging technologies and explain their role in startup growth.	5	CO3	K3

OR

- c. A group of young entrepreneurs launched a technology-based startup offering digital solutions for small retailers. Initially, the startup performed well in the local market. But, when the founders attempted to expand internationally, they faced challenges such as intense competition, pricing pressure, cultural differences, and rapid technological changes. 10 CO4 K4

Based on the above case:

- I. Analyse the challenges faced by startups in global competition, and
- II. Suggest appropriate strategies that can help the startup succeed in the global market.

End of Paper