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Total Number of Pages: 02

MBA
15MNG303

3rd Semester Regular Examination: 2017-18
Entrepreneurship & Business Incubation

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B678

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Answer the following questions: (2 x 10)

- How do you classify entrepreneurship?
- Define the small scale business unit in India?
- What is the meaning of "replicable" in the context of business model for a startup?
- What is business incubation?
- What are the different forms of incubation centers?
- Why is commercialization of technology necessary?
- What is intrapreneurship?
- What is the difference between start up and business incubation?
- What is disruptive technology?
- What is start up culture?

Q2 Fill up the blanks in the following questions. (2x10)

- Business incubation marketing is.....
- An incubator provides ----- to a start up at an affordable cost.
- Start up eco system includes.....
- FFF stands for -----
- andframe the Industrial policies of the country as well as state.
- Benchmarking means.....
- An entrepreneur learns from both _____and _____of his venture.
-is the organization in the government sector which supports and promotes entrepreneurship in India.
- The phases of development of a startup are-----.
- Virtual Business Incubation means-----.

Q3 a) "Entrepreneurs are made not born" Comment on this statement and outline various traits of a successful entrepreneur. (7.5)

b) Do you agree that the entrepreneurs are change agents? Justify your answer. (7.5)

Q4 a) What do you mean by a business plan? Consider yourself as a small scale manufacturer, prepare a business plan highlighting on its various components. (7.5)

b) Discuss the environment clearance procedure for starting a small enterprise. (7.5)

