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MBA
15 MNG303

3rd Semester Regular Examination – 2016-17
ENTREPRENEURSHIP AND BUSINESS INCUBATION
BRANCH(S): MBA
Time: 3 Hours
Max Marks: 100
Q.CODE:Y610

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 all questions. Fill in the blanks with appropriate answer. (2 x 10)

- a) MSME stand for _____.
- b) _____ is called the Silicon Valley of India.
- c) Mentoring involves two persons who are called _____ and _____.
- d) An entrepreneur learns from both _____ and _____ of his venture.
- e) FFF stands for Family, _____ and _____.
- f) An incubator besides providing physical infrastructure to a start up at an affordable cost also extends support and guidance in _____ and _____.
- g) The Pradhan Mantri Mudra Yojana under the Mudra Bank has three offerings for financing small ventures namely Sishu , _____ and _____.
- h) Besides Startup India, the other programs launched by the Government of India to promote SME sector are _____ India and _____ India.
- i) Political, _____, Social, _____, and Legal are different components of external business environment.
- j) Two examples of recent disruptive technologies are _____ and _____.

Q2 Answer briefly the following questions: (2 x 10)

- a) Who is called a serial entrepreneur and who is called an Intrapreneur?
- b) What is Proof of Concept?
- c) What is meant by commercialization of technology?
- d) Name one organization in the government sector and another in the non-government sector which support and promote entrepreneurship in India.
- e) Name two venture capital funds of India.
- f) Does Odisha have a Startup Policy? If yes, which Department of the Government of Odisha is responsible for implementation of this policy?
- g) Name the phases of development of a startup.
- h) What is Intellectual property? Explain with an example.
- i) Give one good reason favouring and another against the takeover of Whatsapp by Face Book.
- j) What is the meaning of “scalable” and “replicable” in the context of business model for a startup?

Case analysis:

Q3

In 2014, a study entitled 'Gender and Livelihoods impacts of clean cook stoves in South Asia was supported by Practical Action. The study reveals that cooking is a primary job for most women in Indian villages and the countryside. It also brings out that using conventional cook stoves causes respiratory diseases for women and children on account of profuse smoke emission out of firewood burning. (15)

A Gramin Mahila Udyog in Koraput District took up the challenge of finding out a solution to this problem. Practical Action's India office provided technical and financial support for this group through a project called ACCESS (Access to Clean Cook-stoves for Economic Sustainability and Social Wellbeing) funded by the Johnson Matthey.

The Mahila udyog renamed as Access Gramin Mahila Udyog eventually developed a solution with their untiring efforts. The Low Smoke Cook Stove designed by this group won the prestigious Youth Innovation Fund Award in March 2016 with a cash prize of rupees one lakh for the low smoke cook stove.

This group comprises of 12 tribal women from 5 blocks gathered under the leadership of K Madhabi. At 26 years, she is now a successful entrepreneur and able to show a path to many like her in the community. Madhabi is also instrumental in disseminating knowledge about using low smoke cook stoves. She advocates for better living for all women and dedicated to the cause.

The cook stove prepared by the group is energy efficient, reduces the smoke to almost zero level and the cooking time by nearly 50%. It consumes less firewood compared to traditional cook stoves. The stove got quality certification from MSME Department and Orissa University of Agriculture and Technology.

The group has been registered under the MSME Department as a business unit and has set up a small manufacturing facility. It has started getting regular orders and is working hard to meet the demands.

"Life is not the same as before. We are now treated with much respect in our community," says Madhabi.

Questions:

- (i) Identify the different stages of new firm creation in the above case and critical tasks undertaken by Ms. K Madhabi as an entrepreneur.
- (ii) Prepare a 5 year roadmap for scaling up the business of the low smoke cook stove unit.

Q4 What are the characteristic traits of an entrepreneur? What knowledge and skills are essential to succeed as an entrepreneur? (15)

Q5 What is Entrepreneurial Ecosystem? Name the components of the (15)

ecosystem and role of each component individually and collectively in entrepreneurship development in a country or a region.

- Q6

What is Business Incubator? How does a startup benefit from a business incubator? What is virtual business incubation?

(15)
- Q7

“Management degree is a gateway to successful entrepreneurship.” Discuss.

(15)
- Q8

Write short notes (any two):

(7.5 x 2)

a) Angel funding

b) Mentoring

c) Causes of entrepreneurial failure