

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)**

**MBA II Year I Semester Regular & Supplementary Examinations January/February-2025**

**ENTREPRENEURSHIP DEVELOPMENT**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer all Five Units 5 x 10 = 50 Marks)

**UNIT-I**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 1 | a | List out and explain the different features of Entrepreneurs.      | CO1 | L2 | 5M |
|   | b | As an entrepreneur what functions do you need to perform? Explain. | CO1 | L3 | 5M |

**OR**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 2 | a | Distinguish between first generation entrepreneurs and second-generation entrepreneurs. | CO1 | L1 | 5M |
|   | b | Suggest a few characteristics of successful entrepreneurs.                              | CO1 | L2 | 5M |

**UNIT-II**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 3 | a | Summarize the importance of idea generation in Entrepreneurship. | CO2 | L2 | 5M |
|   | b | Identify the sources of capital for entrepreneurs.               | CO2 | L3 | 5M |

**OR**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 4 | a | What are the government grants given in India for the entrepreneurs?  | CO2 | L1 | 5M |
|   | b | Are subsidies required for entrepreneurs? Substantiate your argument. | CO2 | L4 | 5M |

**UNIT-III**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 5 | a | What is a project? Make the classification of projects. | CO3 | L3 | 5M |
|   | b | Write a short note on Project Life cycle.               | CO3 | L2 | 5M |

**OR**

- |   |   |   |     |    |    |
|---|---|---|-----|----|----|
| 6 | a | What are the factors considered in a feasibility study? Explain.              | CO3 | L2 | 5M |
|   | b | If you want to start a hotel business write business plan for angel investor. | CO3 | L6 | 5M |

**UNIT-IV**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 7 | a | What is an entrepreneurial strategy? What is that you understand from an entrepreneurial strategy? | CO4 | L1 | 5M |
|   | b | What are the advantages of a strategy? Discuss.  | CO4 | L2 | 5M |

**OR**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 8 | a | What is an imitation strategy? Come up with three examples of firms that have used imitation to reduce the risk of entry.  | CO4 | L2 | 5M |
|   | b | Do you consider Kishore Biyani, founder of Big Bazaar, as a successful entrepreneur? Elaborate the strategies used by him. | CO4 | L5 | 5M |

**UNIT-V**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 9 | a | Write short notes on the success of any three women entrepreneurs. | CO6 | L2 | 5M |
|   | b | Why do women entrepreneurs require promotional efforts? Discuss.   | CO6 | L3 | 5M |

**OR**

- |    |   |   |     |    |    |
|----|---|---|-----|----|----|
| 10 | a | Do EDPs help in identifying opportunities for women entrepreneurs? Justify your answer. | CO6 | L5 | 5M |
|    | b | Highlight the bottlenecks faced by women entrepreneurs.                                 | CO6 | L4 | 5M |

**SECTION – B**  
(Compulsory Question)

11

**1 x 10 = 10 Marks**

DoSomething.Org is a “global movement for good” among 6 million young people, transforming their communities across the United States and in 131 countries worldwide. This nonprofit organization constantly holds cause-based campaigns, ranging from receiving over 1 million pairs of donated jeans from teens to clothe homeless youth to cleaning up 3.7 million cigarette butts through its Get the Filter Out initiative. A past campaign, “Don’t Be a Sucker,” addressed the problem of Americans losing \$5.8 billion annually and producing 8.7 billion pounds of carbon pollution by leaving unused devices plugged in. The campaign sought to slay those “energy vampires” not in use by having users unplug equipment and post a sticky note next to the outlet to remind others not to let them suck the energy dry. Further research the problem, solution and this campaign and answer the following:

- i). Identify what social impact(s) the campaign addressed.
- ii). What impact measures could the campaign assess?
- iii). Could a viable business be created around this problem?

**\*\*\* END \*\*\***