

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27 BA/B.SC–V SEMESTER

SEMESTER EXAMINATION: NOVEMBER 2023

**(Examination conducted in November /December 2023)**

ECVO5323: ENTREPRENEURSHIP DEVELOPMENT

(For current batch students only)

**Time: 2 Hours Max Marks: 60**

**This paper contains 2 printed pages and 3 parts**

**PART-A**

 **I ANSWER ANY 10 OF THE FOLLOWING QUESTIONS 10x3=30**

1. Define the term entrepreneur.
2. Expand the following:

MUDRA, SIDBI, MSME

1. Distinguish between skimming and penetrative pricing.
2. Why should an entrepreneur conduct a competitive analysis?
3. While formulating strategic options what are the 3 components to be considered?
4. Distinguish between Public and Private equity.
5. What is book keeping?
6. What are the three subcategories of finance?
7. Give the meaning of self-help groups with examples.
8. Write a short note on SWOT analysis
9. Is strategic management necessary in a business? if yes, why?
10. Can creativity be taught or is it an inherent trait? Briefly explain.

**PART-B**

 **II ANSWER ANY 3 OF THE FOLLOWING QUESTIONS 5x3=15**

1. Read the following caselet and answer the following:

By July of 2011, Yun “Jack” Ma had achieved his goal of creating one of the world’s leading e-commerce companies. Ma founded the Alibaba Group and took advantage of growing internet usage in China to launch the leading B2B, C2C and B2C sites in the country and capture a huge market. Despite his success, Ma had a troubled relationship with Yahoo!, the largest investor in the Alibaba Group. Ma’s decision in January of 2011 to transfer Alipay (the Alibaba Group’s online payment unit) from the Alibaba Group to a company under his personal control was just made matters worse.

1. What was the biggest mistake made by Yun Jack Ma?
2. Despite having huge competition from Yahoo!, how can Alibaba find new market?
3. In today’s world, “we need a mindset that equips us to recognize opportunity,” what mindset should an entrepreneur equip himself with?
4. What is marketing mix? Explain the objectives of marketing mix.

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1. The specific needs of individuals are acquired over a period and get molded with one’s experience of life,” Critically analyze the statement.
2. What is the role of government in encouraging entrepreneurship in India?

**PART-C**

 **III ANSWER ANY 1 OF THE FOLLOWING QUESTIONS 15x1=15**

1. Read the following caselet and answer the following:

George Bukhov less than two years after opening his first location of Burger & Lobster, expanded his Burger & Lobster restaurants to four locations across London, England. Burger & Lobster’s business model offers a meal that feels like an indulgence at a price point that most people can afford. It is not unusual for a Burger & Lobster restaurant to serve 1,000 customers per day on weekends. Even on weeknights the wait to get into Burger & Lobster can reach two hours. To keep customers engaged while waiting for their tables, Burger & Lobster offers a large bar area that plays classic Motown music in a fun and lively atmosphere. Once seated, patrons choose from a limited menu of burgers or lobster, which helps control quality and costs. By finding a winning value proposition, Bukhov created a business with high quality, sales volume, and profit margins

a.Bukhov is considering expanding his restaurants. You are his financial advisor, suggest how Bukhov can source his funds?

b. Burger & Lobster has high profits and sales. They aim to be a global entrepreneur, explain what is global entrepreneurship and elaborate on the advantages and disadvantages of a global entrepreneurship.

1. Assume you that you are the owner of “Sir Kensington's Classic Ketchup” that primarily sells ketchup, to enhance your sales you have made strategic plan to collaborate with famous burger houses and with every burger a customer buys he gets a free bottle of 250ml ketchup. Explain the process which led to this strategic plan.

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