

USN

Course Code M B A 2 0 6

Second Semester MBA Degree Examinations, August/September 2025

## ENTREPRENEURSHIP DEVELOPMENT

**Duration: 3 hrs**

**Max. Marks: 100**

- Note:** 1. Answer any **FOUR** full questions from Question No. 1 to 7.  
 2. Question No. 8 is compulsory  
 3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTLCO:PO)</u>
1.	a. Describe Intrapreneur with examples.	03	(3:1:1)
	b. Discuss any four methods of generating new ideas.	07	(3:1:1)
	c. Discuss the stages of the entrepreneurial process in detail.	10	(3:1:1)
2.	a. Mention any three components of a business plan.	03	(3:2:2)
	b. Explain the business planning process.	07	(3:2:2)
	c. Explain the significance of feasibility studies in entrepreneurship.	10	(3:2:2)
3.	a. Define business model.	03	(3:2:2)
	b. Discuss the process of preparing a model project report.	07	(3:2:2)
	c. Discuss the business plan process with a suitable example.	10	(3:2:2)
4.	a. Describe any three forms of business organization.	03	(3:3:3)
	b. Explain early management decisions for a new venture.	07	(3:3:3)
	c. Discuss the strategies for new venture expansion.	10	(3:3:3)
5.	a. Define debt financing.	03	(3:3:3)
	b. Explain the process of preparing a financial plan for a new venture.	07	(3:3:3)
	c. Explain any 2 forms of business organization with their merits and demerits.	10	(3:3:3)
6.	a. Mention any three institutions supporting entrepreneurship in India.	03	(3:4:4)
	b. Explain the strategies to motivate women entrepreneurs.	07	(3:4:4)
	c. Discuss the various government incentives and subsidies available for entrepreneurs.	10	(3:4:4)
7.	a. Differentiate LLP with partnership firm with any 3 points.	03	(3:5:5)
	b. Explain the process of registering a public limited company.	07	(3:5:5)
	c. Discuss the importance of intellectual property rights in entrepreneurship.	10	(3:5:5)

**Note: (RBTLC - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO - Programme Outcome)**

## Case Study

In 2017, Mr. Arjun Shetty, a young MBA graduate from Udupi, Karnataka, founded Shiksha Jyothi, a social enterprise focused on bridging the digital learning gap for underprivileged school children in rural coastal Karnataka. He was inspired after volunteering in government schools and noticing that students had very limited access to technology and modern teaching aids. His mission was to provide affordable e-learning resources, teacher training, and community learning hubs to improve education quality.

Initially, Arjun faced several challenges. Limited Funding Sources made it difficult to start operations. Investors were reluctant to fund a social enterprise with low profit margins, and he had to depend on small CSR grants and personal savings. Resistance to Change from teachers and parents slowed progress; many believed digital tools were unnecessary or too complex. Connectivity Issues in remote villages caused delays in implementing online resources, and the lack of skilled trainers made it harder to run workshops effectively. Marketing his initiative was also a hurdle. Being a non-profit oriented model, Shiksha Jyothi could not spend heavily on advertisements, and relied mostly on word-of-mouth and collaborations with local NGOs.

Moreover, awareness about digital literacy was still low in the villages, leading to slow adoption in the initial phase. The turning point came in 2019 when Arjun collaborated with a well-known Bengaluru-based EdTech firm, which provided refurbished tablets and free access to their learning platform. He also partnered with the Karnataka Department of Education to train 50 government school teachers on using interactive learning tools.

By 2021, more than 1,200 students had access to e-learning content through village learning hubs, and exam pass rates in these schools improved significantly. Currently, Shiksha Jyothi operates in 12 villages and has received recognition from state-level education boards. While challenges like consistent funding and volunteer retention still exist, Arjun's journey reflects how determination, partnerships, and social commitment can create lasting community change.

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|----|---|-----------|----------------|
| a. | Did resistance from teachers and parents impact the initiative? Discuss.                  | <b>05</b> | <b>(3:5:5)</b> |
| b. | Explain the role of partnerships in Shiksha Jyothi's growth.                              | <b>05</b> | <b>(3:5:5)</b> |
| c. | Suggest measures to improve the sustainability of social enterprises like Shiksha Jyothi. | <b>10</b> | <b>(3:5:5)</b> |

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