

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

M	B	A	2	0	6
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Second Semester MBA Degree Examinations, August 2026

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>(RBT:CO:PO)</u>
1.	a. Define entrepreneur.	03	(3:1:1)
	b. Explain the functions of an entrepreneur	07	(3:1:1)
	c. Explain the types of entrepreneurs with suitable examples.	10	(3:1:1)
2.	a. What is a feasibility study? Describe	03	(3:2:2)
	b. Describe the components of an effective business model	07	(3:2:2)
	c. Explain in detail the components of the Osterwalder Business Model Canvas.	10	(3:2:2)
3.	a. Describe a small-scale industry with 3 features	03	(3:2:2)
	b. Explain the Process of a business plan	07	(3:2:2)
	c. Explain the steps involved in preparing a new venture project report.	10	(3:2:2)
4.	a. Define venture capital.	03	(3:3:3)
	b. Discuss the sources of personal financing.	07	(3:3:3)
	c. Discuss the various sources of funding for a new venture.	10	(3:3:3)
5.	a. Expand SIDBI and NABARD	03	(3:3:3)
	b. Discuss the role of NABARD in supporting entrepreneurship.	07	(3:3:3)
	c. Discuss the strategies to promote women entrepreneurs in India.	10	(3:3:3)
6.	a. Describe private limited company with 3 features .	03	(3:4:4)
	b. Explain the characteristics of a limited liability partnership	07	(3:4:4)
	c. Discuss the procedure for registering a private limited company.	10	(3:4:4)
7.	a. Describe Digital Entrepreneurship	03	(3:5:5)
	b. Explain the scope of Digital Entrepreneurship	07	(3:5:5)
	c. Discuss the role of social media in promoting entrepreneurship with examples.	10	(3:5:5)

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

Case Study

In 2015, Smt. Lalitha, a farmer's daughter from a small village in Koppal district, Karnataka, started Gramya Naturals, a small-scale business producing organic jaggery, millets, and groundnut oil. Inspired by the rising demand for organic food in urban areas, she aimed to connect local farmers directly to health-conscious consumers while generating rural employment. However, she faced multiple challenges in her entrepreneurial journey. Limited access to capital made it hard to start, as banks were reluctant to offer loans without collateral or credit history, forcing her to depend on self-financing and help from friends. Poor infrastructure, such as bad roads and lack of cold storage, increased transport costs and caused product spoilage. She also suffered from a shortage of skilled manpower, as most local youth had migrated to cities and the remaining workers lacked training in branding, packaging, and quality control. Marketing was another hurdle, as she could not compete with established brands and had little exposure to online selling, while urban customers demanded attractive packaging, which was expensive. Adding to this, she was unaware of beneficial government schemes like PMEGP and MUDRA loans due to poor information dissemination. The turning point came in 2018, when she attended a District Industrial Centre workshop where she learned about government funding opportunities and digital marketing. With PMEGP support, she upgraded her machinery and started selling on Flipkart and Amazon, significantly improving sales. Yet, she still grappled with inconsistent raw material supply and high transport costs. Today, Gramya Naturals employs 18 local women and sells in cities like Bengaluru, Hyderabad, and Pune, showcasing both the promise and challenges of rural entrepreneurship in India.

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| a. | List major challenges faced by Lalitha in starting Gramya Naturals. | 05 | (3:5:5) |
| b. | Explain how poor infrastructure affects rural entrepreneurship | 05 | (3:5:5) |
| c. | Suggest measures to improve market access for rural entrepreneurs. | 10 | (3:5:5) |

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