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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2026
SEMESTER - III
Sub.: Entrepreneurship Development (MBA301)

Date : 28/05/2026

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Qualities of a prosperous & a Successful Entrepreneur
 2. External Environmental Factors
 3. Commercial bank financing
 4. District Industries Centre (DIC)
 5. Entrepreneurs' Marketing Issues
- Q. 2. Answer in detail (Any One) (10)**
1. Write the characteristics of successful entrepreneurs.
 2. Explain in brief the elements of a Business Plan.
- Q. 3. Answer in detail (Any One) (10)**
1. What broad incentives and resources does the Indian government provide to promote entrepreneurship?
 2. Describe the role of women entrepreneurs & problems they face in India (detailed)
- Q. 4. Answer in detail (Any One) (10)**
1. What are the traditional and evident causes of entrepreneurship failure.
 2. Explain the export oriented units (EOUS) & EXIM policy in detailed.
- Q. 5. Case Study (15)**
- Title: Handling Today's Entrepreneurial Difficulties
- Overview
- Entrepreneurs must be resilient, innovative, and adaptable to the many obstacles they confront in the always changing business environment. This case study explores the journey of aspiring businesswoman Sarah as she faces and overcomes challenges in starting her sustainable apparel company, Eco Chic.
- Context
- Sarah, a fashion enthusiast who cares about the environment, saw Eco Chic as a platform to support ethical and sustainable fashion practices. Equipped with a love of sustainability and a talent for design, she started her own business.
- Difficulties
- 1. Financial Limitations:**
- Getting enough money to launch Eco Chic was Sarah's first significant obstacle. Because startups are hazardous, traditional lenders were wary, and venture investors doubted the viability of sustainable fashion initiatives. Sarah persisted in looking for alternative funding sources including crowd sourcing websites and angel investors that shared her vision despite receiving multiple rejections.

2. Supplier Chain Complexities:

Another difficult task for Sarah was creating an ethical and sustainable supplier chain. It took a lot of investigation and bargaining to find environmentally friendly products and collaborate with moral producers. There were also logistical difficulties in guaranteeing traceability and transparency across the supply chain. By establishing strategic alliances with approved suppliers and putting strict quality control procedures in place, Sarah managed these challenges.

3. Market Saturation and Competition:

EcoChic found it extremely difficult to stand out in a crowded market. It was difficult for a newcomer like EcoChic to achieve traction because established fashion companies controlled customer mindshare. By utilizing digital marketing techniques, highlighting EcoChic's distinctive value proposition, and developing a devoted clientele through captivating storytelling and community-building projects, Sarah overcame this challenge.

In conclusion

Sarah's experience with EcoChic serves as an example of the numerous obstacles that modern business owners must overcome and the creative solutions needed to do so. Entrepreneurs can carve out a road to success and have a significant impact on their particular industries by tackling finance limitations, supply chain complexity, and market saturation head-on.

Questions:

1. In today's cutthroat business environment, how can entrepreneurs successfully overcome financial constraints?
 2. What tactics can business owners use to manage the intricacies of the supply chain while guaranteeing sustainability and moral behavior?
 3. How can business owners set themselves apart from the competition and obtain a competitive advantage in crowded markets?
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