



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester: III
Class: SY	Program: MBA
Branch Code : M.B.A.	Pattern: 2022
Name of Course: Entrepreneurship Development and Start UP	Course Code: MBA223003
Max. Marks:60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question

- 1a) Write down Entrepreneurship and how it contributes to innovation within established organizations. (6) CO1

Question No. 2 Attempt following Question

- 2a) Explain Joseph Schumpeter's Innovation Theory and its significance in the field of economics. (6) CO2

Question No. 3 Attempt following Question

- 3a) Demonstrate the role of the National Entrepreneurship Development Board (NEDB) in fostering entrepreneurship at a national level. (8) CO3

OR

- 3b) Summarise the role of District Industries Centre (DIC) and Small Industries Service Institute (SISI) in promoting entrepreneurship. (8) CO3

- 3c) Illustrate the impact of innovation on the overall success and growth potential of a start-up, taking into consideration both product/service innovation and process innovation. (8) CO3

OR

- 3d) Apply the principles of entrepreneurship development to propose strategies for fostering a culture of innovation and entrepreneurship within an existing organization. (8) CO3

Question No. 4 Attempt following Question

- 4a) Illustrate the impact of the MSME policy on job creation, economic development and innovation. (8) CO4

OR

- 4b) Illustrate the prospects for women entrepreneurs in emerging sectors. (8) CO4

- 4c) Outline the objectives of the Make in India campaign and how it encourages entrepreneurship in the manufacturing sector. (8) CO4

OR

- 4d) Explain the roles that women entrepreneurs play in the economy, categorizing their contributions into economic, social, and cultural spheres. (8) CO4

Question No. 5 Attempt following Question

- 5a) Justify the most appropriate form of ownership for a specific type of entrepreneurial venture. (8) CO5

OR

- 5b) Elaborate the most relevant components of Porter's five forces model. (8) CO5

- 5c) Elaborate the importance of key entrepreneurial competencies priority wise in the context of creating and managing a successful venture. (8) CO5

OR

- 5d) Recommend strategies for setting realistic and achievable objectives in a business plan. (8) CO5

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