MBHC-3.1

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, February - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
Entrepreneurship And Small Business

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each question carries five marks. **[5 × 5 = 25]**

1. Define entrepreneurship. State the qualities of entrepreneurship.

2. Explain the concept of business forecasting.

3. Who is social entrepreneur? Mention the objectives of social entrepreneur.

4. Discuss the factors of environmental analysis.

5. Write a note on cost-benefit analysis.

6. Bring out the role of MSMEs in entrepreneur development.

7. What do you mean by EDP? Explain.

SECTION - B

Answer any four questions. Each question carries ten marks. **[4 × 10 = 40]**

8. Discuss the nature and scope of entrepreneur development.

9. Explain the types of entrepreneurs.

10. Discuss the issues and challenges of rural entrepreneur.

11. Describe the role of financial institution in entrepreneurial development.

12. Explain the pros and cons of women entrepreneur.

13. Critically evaluate the role of center and state level agencies in developing industrial estates.

SECTION - C

14. Case (Compulsory) **[1 × 15 = 15]**

'Travel Right' cab, owned by Mr.Nagesh started its operations in 1998 in Chennai with just seven vehicles. By 2000, it had three more branches in the city and the fleet had grown to 30 vehicles. 15 of these were Ambassadors while of the remaining, 10 were Omni and 5 were Tata Sumo. The company had 10 full time drivers. When it required, it would hire drivers on a daily rate basis. The turnover in 2000, 2001 and 2002 were 30 Lakhs, 40 Lakhs and 42 Lakhs respectively. The company had a net profit margin of 20%.

When everything was going just right. By the end of 2002, 'Travel Right' started feeling the heat of stiff competition from the 'dial a cab' format companies. By. 2005, the revenues had fallen and by mid 2006, Mr.Nagesh closed his Teynampet and Annanagar offices and now operated only from Nungambakkarri. From 2008, Mr.Nagesh has been barely making profits. The margins have reduced to 7%, and the revenue in the year 2010 recorded an all time low in the last 5 years of 37.5 Lakhs.

Questions :

a) What are the options that seem open in front of Mr.Nagesh? Attempt to redraw the opportunity and the idea to opportunity map.

b) What is the business model adopted by the 'Dial A Cab' format companies which make the 'Travel Right' model redundant?

c) What changes to 'Travel Right' business model could you suggest to combat competitive pressure?

d) What are the primary challenges or questions that stand in the way of Mr. Nagesh to sellout his business and look at a different opportunity? Discuss both rational and emotional reasons.