MBHC-3.1

Sl. No.

III Semester M.B.A. Degree Examination, October/November - 2025
MANAGEMENT
Entrepreneurship And Small Business
(CBCS SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five questions. Each question carries Five marks. (5×5=25)

1. Mention the importance of entrepreneurship.
2. Differentiate between the managers and entrepreneur.
3. What are the techniques to improve creative process. Explain any Two.
4. Explain the steps involved in the new business.
5. Elucidate the programs and schemes introduced by the central government to MSME's.
6. Write a note on industrial estates.
7. Define rural entrepreneurship Highlight the challenges of rural entrepreneurship.

SECTION - B

Answer any Four questions. Each question carries Ten marks. (4×10=40)

8. Explain the functions and Role of entrepreneurship in social development.
9. Describe entrepreneurship development and explain the challenges of entrepreneurship development.
10. Define MSME. Explain the merits and demerits of MSME's.
11. Enlist the Financial Institutions offering support of MSME and their importance.
12. Define sickness of MSME. Explain the factors leading to sickness of MSME.
13. Define social entrepreneurship. Explain the characteristics and need of social entrepreneurship.

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SECTION - C

14. Case (Compulsory). **(1×15=15)**

Women entrepreneurs have a tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree's dynamic and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that none of their designs are ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises of sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar kameez dupatta set). Women are now proving to the world that their role in the society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari silk mills, Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success of failure of the endeavour, as well as indicate when measures of success should be taken in an entrepreneurship with clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence and development of entrepreneurial skills and appropriate environment.

Questions:

a) Elucidate the details of women's entrepreneurship possible outcomes of this case.

b) What will be the reasons behind the entrepreneurial development in case of present study?

c) Suppose if you are the women entrepreneur, explain the role played by you for the economic development.
