

Register No.: ..... Name.: .....

**SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)**

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FOURTH SEMESTER MBA DEGREE EXAMINATION (R,S), MAY 2024****(2021 Scheme)****Course Code : 21MBA202****Course Name: Entrepreneurship Development****Max. Marks : 60****Duration: 3 Hours****PART A*****(Answer all questions. Each question carries 2 marks)***

1. Define the term entrepreneur.
2. Outline the various sources of generating ideas for business.
3. List out any four points which states the importance of MSME in India.
4. Identify two reasons why MSME's fail.
5. Bring out two prominent challenges faced by a rural entrepreneur.

**PART B*****(Answer any 3 questions. Each question carries 10 marks)***

6. Outline the features of National Skill Development Programme (NSDP).
7. Analyze the various factors that triggers setting up of a joint venture and list out its benefits.
8. Assume that you wanted to start a small business enterprise. what are the steps that you would undertake to set up the business?
9. Elaborate the different stages of production planning and control.
10. Explain the benefits of E-commerce to small businesses.

**PART C*****(Compulsory question, the question carries 20 marks)***

11. Some individuals who happen to be local leaders and NGO's and who are dedicated to the cause of the rural individuals have been catalytic mediators for development. Though their hard work needs to be acknowledged yet much more is needed to be done to reverse the direction of movement of people, i.e., to invite people in to the rural areas. People, especially the younger generation need to identify the prospects in rural areas, which will bring back the people migrated to other places as well stop people from migrating.

Despite all the shortfalls in rural areas one should evaluate their strengths and build on them to make rural places a prospect. This is much to do with the way one sees the reality of the rural places. An unemployed person would certainly like to do something practical with the confidence of achieving such desired milestones, despite of challenges. It isn't that there is a lack of people with such a mind-set. These people change their mind-sets due to various reasons and tend to be a part of the ever-growing number of job seekers. This change can be overcome by positive motivation and creativity. With a timely enrichment of knowledge to these people will improve the rural areas. Right efforts are to be channelized to capture the young people with such outlook thus, creating a rural entrepreneurial era.

a) Explain the Importance of rural entrepreneurship from this case study.

Marks (10)

b) Can you suggest developmental strategies for rural entrepreneurship?

Marks (10)

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