

# **KAMARAJ COLLEGE (Autonomous)**

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code:26E04208

Course Code: 25PEBA11

PG Degree - End Semester Examinations, April 2026

First Semester

M.B.A

Entrepreneurship Development

(For those who joined in June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

## **PART - A (5 × 4 = 20 Marks)**

**Answer ALL Questions**

**Answer should not exceed 250 words.**

CO:1 1. Explain the characteristics of a successful entrepreneur.

K:2

CO:2 2. Interpret the concept of intrapreneurship with an example.

K:3

CO:3 3. Experiment the importance of environmental scanning for entrepreneurs.

K:4

CO:4 4. Develop the steps involved in developing a business plan for a start-up.

K:5

CO:3 5. Classify the government incentives available to entrepreneurs.

K:4

## **PART - B (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 500 words.**

CO:3 6. (a) Analyze the entrepreneurial growth in India across different communities with suitable examples.

K:4

**(OR)**

(b) Discover the factors contributing to entrepreneurial growth in different communities.

CO:2 7. (a) Apply design thinking in identifying and developing an innovative business idea.

K:3

**(OR)**

(b) Experiment the importance of patent rights and licensing in innovation.

CO:3 8. (a) Analyze the methods used by entrepreneurs to generate  
K:4 new ideas for products and services.

**(OR)**

(b) Analyze the factors influencing internal and external environmental scanning.

CO:4 9. (a) Assess the key elements of a business plan.

K:5

**(OR)**

(b) Defend a Business Model Canvas for an e-commerce start-up.

CO:4 10. (a) Discuss the role of government incentives and  
K:5 institutional arrangements in promoting entrepreneurship.

**(OR)**

(b) Formulate the sources of finance available for new ventures and small industries.

## PART - C (1 X 15 = 15 Marks)

### CO:5 11. Case Study:

K:6 Ravi, a young engineering graduate from Tamil Nadu, noticed that many farmers in his district faced difficulties selling their agricultural products directly to consumers. Middlemen reduced farmers' profits and consumers paid higher prices.

Ravi decided to start a digital agri-marketplace platform connecting farmers directly with urban consumers. He began by studying successful entrepreneurs and understanding the market demand. He used design thinking to identify farmers' and consumers' problems.

He then conducted environment scanning to understand competitors, technology trends, and government policies. Ravi prepared a business plan, including marketing strategy, operations and financial projections. He also designed a Business Model Canvas to explain how the platform would create value.

To finance the venture, Ravi approached banks and applied for MSME government schemes and start-up incentives. After securing funding, he launched the platform and encouraged farmers to register and sell their products online.

The start-up gradually gained popularity because it benefited both farmers and consumers.

#### Questions:

1. Analyze how entrepreneurial characteristics and innovation helped Ravi identify the business opportunity.
2. Evaluate the importance of business planning and financial support in the success of Ravi's start-up.