

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(4 Pages)

Reg. No:

Question Code No : 25004208

Course Code : 25PEBA11

PG Degree - End Semester Examinations, November 2025

First Semester

M.B.A

Entrepreneurship Development

(For those who joined in July 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

PART – A (5 X 4 = 20 Marks)

Answer ALL Questions.

Answer should not exceed 250 words.

1. Demonstrate with an example how entrepreneurial traits can be developed through training.
2. Discuss how intrapreneurship can be used in a company to encourage employee innovation.
3. Analyze the challenges faced while converting new venture ideas

into actual business opportunities.

4. Apply the steps of business plan preparation to design a simple plan for a food delivery start-up.
5. Analyze the role of SIDBI and NABARD in promoting entrepreneurship.

PART - B (5 X 8 = 40 Marks)

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

Answer should not exceed 600 words.

6. (a) Illustrate how new ventures can overcome the challenges in the initial stages.

(OR)

- (b) Demonstrate the entrepreneurial growth in different communities to recommend strategies for encouraging local business ventures.

7. (a) Compare and analyze different types of innovation (product, process, service) and their importance in business growth.

(OR)

- (b) Analyze how intrapreneurship can contribute to organizational innovation and competitiveness.

8. (a) Interpret the importance of environment scanning in identifying opportunities for new ventures.

(OR)

(b) Examine the role of idea generation techniques in converting new venture opportunities into viable business concepts.

9. (a) Illustrate the effectiveness of a Business Model Canvas in planning and managing a start-up.

(OR)

(b) Compare and contrast the difference between business plan development of Traditional start up with E-commerce startup.

10. (a) Design a financing plan for a new e-commerce start-up, integrating capital structure, working capital management and institutional finance options.

(OR)

(b) Devise strategies for a small enterprise to leverage institutional incentives and support for entrepreneurship in India.

PART - C (1 X 15 = 15 Marks)

11. Case Study

Ravi, a young entrepreneur from a small town in India, noticed a common challenge faced by street vendors

lack of access to electricity to preserve perishable goods and light their stalls at night. Inspired by this gap, he developed SolarCart, a mobile vending cart equipped with foldable solar panels, a battery pack, and USB charging ports.

The cart allowed vendors to power small appliances like LED lights, fans, and even mini coolers to keep fruits and drinks fresh. With government subsidies for renewable energy and partnerships with local NGOs, Ravi managed to keep the costs low and trained vendors on how to maintain the carts. Within two years, SolarCart expanded to five districts, benefiting over 1,000 vendors.

Ravi's solution was not just a business success it also improved livelihoods and promoted green energy use.

Discussion Questions:

1. How did Ravi combine sustainability with entrepreneurship in his business model?
2. What challenges might Ravi face as he scales SolarCart to urban or international markets and how can innovation help overcome them?