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Question Paper Code: CMB014



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA IV Semester End Examinations (Regular) - April, 2019

Regulation: IARE-R16

## ENTREPRENEURIAL DEVELOPMENT

Time: 3 Hours

(MBA)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

### UNIT – I

1. (a) Explain the process of approach to entrepreneurship with reference to Integrative approach. [7M]  
(b) Outline the 21<sup>st</sup> century trends in entrepreneurship. [7M]
2. (a) Demonstrate the evolution of entrepreneurship. [7M]  
(b) Explain the factors influencing entrepreneurship and elements of entrepreneurship. [7M]

### UNIT – II

3. (a) What are the steps involved in conceptualizing a corporate entrepreneurship strategy? [7M]  
(b) A number of corporations today are working to re-engineer corporate thinking and encourage an entrepreneurial environment. What types of steps would you recommend? Offer at least three and explain each. [7M]
4. (a) Identify and discuss the characteristics associated with entrepreneurial mindset. [7M]  
(b) Illustrate the causes of entrepreneurial stress and functions of entrepreneurs. [7M]

### UNIT – III

5. (a) Discuss the factors considered for acquiring of an established business venture. [7M]  
(b) Explain the different pathways for entrepreneurs to create new ventures. [7M]
6. (a) Explain the different sources of innovative ideas and entrepreneurial imagination. [7M]  
(b) Illustrate the process of creativity with examples. In what respect entrepreneurs need creativity for survival and growth. [7M]

### UNIT – IV

7. (a) What is copyright? What are the different rights of copyright owner. [7M]  
(b) Define intellectual property. How intellectual property can help a great deal in the entrepreneurial journey of start-ups. [7M]

8. (a) What are the possible causes of failure of new ventures? [7M]  
(b) Illustrate the critical factors for new venture developments. [7M]

**UNIT – V**

9. (a) What are the key dimensions influencing a firm's strategic planning objectives? [7M]  
(b) Identify the unique managerial concerns with growing business. [7M]
10. (a) What are the benefits of long range planning? Elucidate them. [7M]  
(b) Does strategic planning really payoff for entrepreneurial venture? Discuss the strategic visions in strategic planning. [7M]