



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

Course Name	:	ENTREPRENEURIAL DEVELOPMENT
Course Code	:	CMB014
Class	:	MBA IV Semester
Branch	:	Master of Business Administration
Year	:	2017-2018
Course Coordinator	:	Dr.T,Srinivasa Rao, Professor, Department of MBA
Course Faculty	:	Dr.T.Srinivasa Rao, Professor, Department of MBA

COURSE OBJECTIVES (COs):

The course should enable the students to:

I	Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.
II	Develop and execute a project or new venture with the goal of bringing new products and service to the market.
III	Understand advanced knowledge about key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage.
IV	Analyze the characteristics of an attractive business opportunity and common pitfalls during the entrepreneurial process.

COURSE LEARNING OUTCOMES (CLOs):

Students, who complete the course, will have demonstrated the ability to do the following:

CCMB014.01	Understand the meaning, concept, nature scope and the revolution impact of entrepreneurship.
CCMB014.02	Know the evolution of entrepreneurship approaches to entrepreneurship process approach.
CCMB014.03	Analyze the twenty first century trends in entrepreneurship.
CCMB014.04	Understand the concept of individual entrepreneurship mind set and personality.
CCMB014.05	Know the concept of creation of the entrepreneurial journey.
CCMB014.06	Analyze the institutional entrepreneurial stress.
CCMB014.07	Know the entrepreneurial ego and motivations.
CCMB014.08	Understand the nature of corporate entrepreneur.
CCMB014.9	Know the concept of corporate entrepreneurship strategy sustaining corporate entrepreneurship.
CCMB014.10	Analyze the purpose of opportunities identification.
CCMB014.11	Understand the role entrepreneurial immigration and creativity.
CCMB014.12	Know the creativity process innovation.

CCMB014.13	Analyze the classification of entrepreneurship methods to initiate ventures creating new ventures?
CCMB014.14	Understand the acquiring an established entrepreneurial venture franchising hybrid.
CCMB014.15	Know the advantages and disadvantages of franchising and collective bargaining.
CCMB014.16	Understand the intellectual property protection.
CCMB014.17	Access the patents, copy rights trade secrets and trademarks.
CCMB014.18	Analyze the frame work of avoiding trademark pitfalls, formulation of the entrepreneurial plans, the challenges of new venture setups.
CCMB014.19	Understand the knowledge of poor financial understanding, critical factors for new venture development, the evaluation process and the feasibility of criteria approach.
CCMB014.20	Access the strategic planning, strategic actions, strategic positioning and business stabilization.
CCMB014.21	Demonstrate the building the adaptive firms, understanding the growth stage and unique managerial concern of growing ventures.

S No	QUESTION	Blooms taxonomy level	Course Outcome S (CO's)
UNIT – I			
UNDERSTANDING ENTREPRENEURIAL MINDSET			
Part - A (Short Answer Questions)			
1	Define entrepreneurship.	Remember	CCMB014.1
2	Define entrepreneur.	Remember	CCMB014.1
3	Write about the nature entrepreneur.	Understand	CCMB014.1
4	Write about innovative entrepreneur.	Understand	CCMB014.1
5	Discuss the concept of entrepreneurship.	Understand	CCMB014.1
6	State any three functions of entrepreneur.	Remember	CCMB014.1
7	Define about the creative entrepreneur.	Remember	CCMB014.2
8	Write about the origin of entrepreneur.	Understand	CCMB014.2
9	Discuss about the types entrepreneurs.	Understand	CCMB014.2
10	Describe about features of entrepreneur.	Remember	CCMB014.2
11	Describe about the use entrepreneur in our nation.	Remember	CCMB014.2
12	Define the term process approach.	Remember	CCMB014.2

Part - B (Long Answer Questions)			
1	Explain the nature, scope and significance of entrepreneurship.	Remember	CCMB014.1
2	Explain about the multi dimensional approach impact on decision-making.	Understand	CCMB014.1
3	Explain about the skills of entrepreneur.	Remember	CCMB014.2
4	Describe about the evolution of entrepreneurs in India.	Understand	CCMB014.2
5	Define the term entrepreneurship and how it is beneficial in organization and as well as in society.	Understand	CCMB014.2
6	Explain the revolution impact of the entrepreneurship.	Remember	CCMB014.2
7	Discuss about the various approaches of entrepreneurship.	Understand	CCMB014.2
8	Explain about the advantages and disadvantages of becoming an entrepreneur.	Understand	CCMB014.2
9	Explain about the twenty first century trends in entrepreneurship.	Remember	CCMB014.3
UNIT – II			
THE INDIVIDUAL ENTREPRENEURIAL MINDSET			
Part – A (Short Answer Questions)			
1	Explain about the mindset of an entrepreneur.	Remember	CCMB014.4
2	Discuss about the corporate entrepreneurship.	Understand	CCMB014.4
3	Discuss about the personality of an entrepreneur.	Remember	CCMB014.4
4	Write about entrepreneurial ego.	Understand	CCMB014.7
5	Draw the structure different skills of entrepreneurship.	Remember	CCMB014.6
6	Write about the entrepreneurial stress.	Understand	CCMB014.6
7	Define the term stress.	Understand	CCMB014.6
8	Write about the individuality mindset.	Understand	CCMB014.4
9	Write a short note on entrepreneurial journey.	Understand	CCMB014.5
10	Write about how the ego works on entrepreneurial journey.	Understand	CCMB014.5
11	Write about the merits of entrepreneurship.	Understand	CCMB014.4
12	Describe about challenge and creativity.	Remember	CCMB014.4
13	list about the emerging trends in the corporate entrepreneurship.	Remember	CCMB014.4
14	Write about the Structuring for an entrepreneurial climate.	Remember	CCMB014.4
15	Define corporate entrepreneurial mindset.	Remember	CCMB014.4
Part - B (Long Answer Questions)			
1	What are the sources of stress or various causes of stress? How can it reduce?	Understand	CCMB014.6
2	Discuss about entrepreneurial journey and motivations.	Remember	CCMB014.5
3	What is conceptualization of corporate entrepreneurship strategy? Explain the steps of a conceptualizing corporate entrepreneurial strategy.	Understand	CCMB014.5
4	Discuss about sustainable corporate entrepreneurship.	Remember	CCMB014.4
4	Write about the motivational factors to become an entrepreneur.	Remember	CCMB014.4
5	Discuss about the importance and disadvantages of corporate entrepreneurship.	Understand	CCMB014.4
6	Describe about the concept and nature of corporate entrepreneurship.	Remember	CCMB014.8
7	What do you mean by stress of an entrepreneur and discuss how it effects.	Remember	CCMB014.6
8	Describe briefly about the individual mind set and personality.	Understand	CCMB014.6

UNIT – III
LAUNCHING ENTREPRENEURIAL VENTURES

Part - A (Short Answer Questions)

1	Define entrepreneurial venture.	Understand	CCMB014.9
2	Discuss about the evaluation.	Understand	CCMB014.10
3	Define entrepreneurial imagination.	Remember	CCMB014.11
4	Write about the entrepreneurial creativity.	Remember	CCMB014.11
5	Define strategic entrepreneurship.	Remember	CCMB014.12
6	Define franchising.	Understand	CCMB014.14
7	Discuss about the collective bargaining.	Remember	CCMB014.15
8	List the franchisor disadvantages.	Remember	CCMB014.15
9	Define exploitation.	Understand	CCMB014.13
10	Write about the advantages of franchising.	Understand	CCMB014.15
11	List types of innovation.	Understand	CCMB014.13

1	Illustrate the examples of franchisee and franchisor.	Understand	CCMB014.15
2	Write the steps of creativity process.	Understand	CCMB014.14
3	Write about business model innovation.	Understand	CCMB014.13
4	Write about the importance of franchisee.	Remember	CCMB014.15
5	Examine the concept of creativity process.	Understand	CCMB014.14
6	Demonstrate the significance of business model innovation.	Understand	CCMB014.13

Part – B (Long Answer Questions)

1	Explain the role of creative thinking, How can you aspirant find creativity? What are the various stages of creativity in business?	Remember	CCMB014.11
2	What are the pathways to new ventures for entrepreneurs?	Understand	CCMB014.11
3	Express the various steps which are involved in the entrepreneurial venture.	Understand	CCMB014.12
4	Describe the major components for creating a favorable ecosystem for promotion of Entrepreneurship.	Understand	CCMB014.13
5	Explain the significance of the statement “A good idea is not enough“from an entrepreneurial perspective.	Understand	CCMB014.13
6	Demonstrate the methods of innovation to be incorporated in business. What are the principles of innovation?	Understand	CCMB014.13

1	Define about concept of franchising. Examine the merits and demerits of franchising.	Remember	CCMB014.15
2	Discuss the acquiring procedure of an established entrepreneurial venture franchising hybrid.	Understand	CCMB014.14
3	Discuss how the opportunities are identified by the entrepreneurs.	Understand	CCMB014.15
4	Examine the significance of franchising. How it is useful to the organization.	Remember	CCMB014.15
5	Discuss the acquiring procedure of an established entrepreneurial venture franchising hybrid.	Understand	CCMB014.14

UNIT-IV
LEGAL CHALLENGES OF ENTREPRENEURSHIP

Part – A (Short Answer Questions)

1	Write about intellectual property rights	Understand	CCMB014.16
2	Define trademarks.	Understand	CCMB014.17
3	Discuss about the trade secrets.	Understand	CCMB014.17
4	List any four intellectual property rights.	Understand	CCMB014.16
5	Explain about the patent rights.	Understand	CCMB014.6
6	Define about the patents.	Analyze	CMB014.6
7	Write about the copyrights.	Remember	6

8	Write about the entrepreneurial plan.	Understand	CCMB014.18
9	Define about the new venture development.	Understand	CCMB014.18
10	Define venture.	Understand	CCMB014.18
11	Write about the new venture start ups.	Understand	CCMB014.18
12	Write about the various ventures.	Understand	CCMB014.19
13	Explain about the feasibility criteria approach.	Remember	CCMB014.19
14	Discuss about the launching process.	Understand	CCMB014.19
15	State any two forms of joint ventures.	Remember	CCMB014.19
Part – B (Long Answer Questions)			
1	Explain briefly about the intellectual property rights with examples.	Remember	CCMB014.16
2	Discuss the concept of legal challenges of entrepreneurship.	Understand	CCMB014.18
3	Explain about the formulation of an entrepreneurial plan.	Understand	CCMB014.18
4	Write the difference between trademarks and trade secrets.	Understand	CCMB014.17
5	Write about the critical factors of new venture development.	Remember	CCMB014.18
6	Discuss the major challenges of new venture development.	Understand	CCMB014.18
7	Write about the evolution process and its advantages.	Understand	CCMB014.19
8	Discuss about the feasibility criteria approach.	Remember	CCMB014.19
9	Write about the poor financial understanding.	Understand	CCMB014.19
10	Describe about the evolution process of entrepreneurship.	Remember	CCMB014.19
UNIT-V STRATEGIC PERSPECTIVES IN ENTREPRENEURSHIP			
Part - A (Short Answer Questions)			
1	What do you mean by strategic management?	Remember	CCMB014.20
2	Write briefly about the strategic action.	Understand	CCMB014.20
3	Define about the strategic positioning.	Remember	CCMB014.20
4	Discuss about the strategic perspectives in an organization.	Understand	CCMB014.20
5	How did the companies take up the strategic policies?	Remember	CCMB014.20
6	Define strategic planning.	Remember	CCMB014.20
7	What do you mean by growth stage?	Understand	CCMB014.21
8	Define about the strategic action.	Remember	CCMB014.20
9	Discuss about the different types of strategies.	Understand	CCMB014.20
10	Explain about the positioning.	Understand	CCMB014.20
11	Discuss about the strategy.	Remember	CCMB014.20
12	Explain the meaning of unique managerial concern.	Understand	CCMB014.21
13	List out different types of strategic positions.	Understand	CCMB014.21
Part - B (Long Answer Questions)			
1.	Demonstrate the strategic perspectives in entrepreneurship.	Remember	CCMB014.20
2.	Briefly explain about the strategic planning, strategic position and strategic actions.	Understand	CCMB014.20
3.	Critically examine the advantages of strategic planning in the firms.	Understand	CCMB014.20
4.	Illustrate the understanding the growth stage and building adaptive firms with suitable examples.	Understand	CCMB014.21
5.	Write about the unique managerial concern of growing ventures.	Understand	CCMB014.21
6.	Discuss about building adaptive firms.	Remember	CCMB014.21
7.	Explain about the business stabilization.	Understand	CCMB014.21
8.	Write about the concept of strategic positions and strategic actions.	Understand	CCMB014.20