

32013-NC

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M.B.A. (Non Core) DEGREE EXAMINATION, NOVEMBER 2017.

THIRD SEMESTER

Paper — ENTREPRENEURSHIP DEVELOPMENT

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer ALL questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Attitudes of entrepreneur.
2. Market assessment.
3. EDP.
4. Intellectual property rights.
5. SWAT analysis.

PART B — (4 × 10 = 40 marks)

Answer ALL questions.

Each question carries 10 marks

Each answer should not exceed 5 pages.

6. How is entrepreneurship in India and abroad?

Or

7. Define the entrepreneurship. Explain different theories of entrepreneurship.
8. What are the fundamentals of feasibility planning?

Or

9. Outline in nutshell various sources and methods of ideas generation training programmes.
10. What is the role played by venture capital finance in promoting entrepreneurship?

Or

11. Explain the MSMEs policies and how their support to small entrepreneurs.



12. Briefly explain different entrepreneurial entry strategies.

Or

13. State and explain different growth and innovation strategies.

PART C — (1 × 15 = 15 marks)

(Compulsory)

Case Study.

Answer should not exceed 5 pages.

14. SAS Inc was established in the 1970's SAS practices employee friendly policies. Its cofounder and CEO, Dr. Jim Goodnight (born on 6 January, 1943) has created employee-centric corporate culture. He manages the largest and most successful private software company in the world, SAS institute. He is amongst the richest Americans. The company has created a unique corporate culture. To create a satisfied work force, SAS Inc has always focussed on two aspects of work culture --work life balance and work life benefits. The company believes that satisfied employees result in satisfied customers. Employees enjoy the perks offered by the company. The company considers employee perks as long-term investment in creative capital and not as employee retention costs. Employee-oriented policies contribute to increased job satisfaction and reduced employee turnover. Company has been enjoying sound position due to well-satisfied employees and loyal customers. The company has succeeded in creating the work place as the place to enjoy work. Analysts say that this philosophy had provided SAS with a competitive edge even during the economic crisis. On 18 Jun 2010, S Fortunes '100 Best Companies to work for' list for 2010. Moreover, the company CEO did not want to make the company public even if that meant more profits for the company. According to Goodnight, converting private company into public company would destroy the company's employee-focused organisational culture because it would have to work under the pressure of shareholders. Experts suggest that the SAS business model depicts that employee loyalty and customer satisfaction is interlinked, and that this is the secret behind the company's success. The company does everything possible to manage work life balance. However, critics contend that many of the work life initiatives and employee perks are unnecessary expenses. Too much employee-centric policies and practices affect objectively in operations. The basis issues are: 'How much should the company be employee-oriented?'

Questions:

- (a) What is the employee centric corporate culture?
- (b) How does the company view the employee perks and benefits?
- (c) What is the secret of success of SAS Inc?
- (d) Do you think that too much employee orientation is fair? Why?

