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MMPC-018

**MASTER OF BUSINESS
ADMINISTRATION/MASTER OF
BUSINESS ADMINISTRATION IN
BANKING AND FINANCE
[MBA/MBA(B&F)]**

Term-End Examination

June, 2024

MMPC-018 : ENTREPRENEURSHIP

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any **five** questions. All questions carry equal marks.

1. What are the key competencies that differentiate an entrepreneur from a regular business owner ? How do they contribute in the success of a start-up ?

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2. How do you define 'Women Entrepreneurship' ? Discuss the significance of the women entrepreneurship in achieving women empowerment.
3. What do you mean by a 'Business Model' ? How is a Business Model validated ? Discuss with a suitable example.
4. You are a student who wants to start a part-time tuition service. What strategies would you use to determine the pricing for your tuition classes, taking into account factors such as market competition and the value you offer ?
5. Discuss the concept of 'Bootstrapping' in entrepreneurship. What are its advantages and challenges ? How can it be helpful in funding the startups ?
6. Suppose you are a social entrepreneur. Identify a social issue around you. Explain how innovatively you will resolve the social problem.

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7. What is family business ? How is it different from other forms of business ? What are the challenges faced by family business owners ? Discuss with examples.

8. What is a business plan ? Discuss the various elements of a business plan.