



**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 180 Mins

Weightage: 50%

Set A

COMPREHENSIVE EXAMINATION

II Semester 2016-2017 Course: **MBA A 114 Entrepreneurship and New Venture Creation** 30 May 2017

Instructions:

- i. Answer all questions
- ii. Answer to the point

Part A

(10 Q x 2 M= 20 Marks)

1. Distinguish between small business owners and entrepreneurs?
2. What do you mean by Economic Displacement?
3. What do you mean by Entrepreneurial Motivation?
4. Mention any two corporate venturing obstacles?
5. What is meant by I Teams?
6. What is meant by Social Responsiveness?
7. What are the sources of Innovative Ideas for business?
8. What do you mean by New-Old Approach? Give an example
9. What you mean by Patents?
10. What are the pitfalls of selecting new venture?

Part B

(8 Q x 5 M= 40 Marks)

11. Examine the sources of research on entrepreneurs? What are the common characteristics associated with entrepreneurs?
12. 'Entrepreneurship has a dark side'. What do you mean by this statement? Explain
13. A number of corporations today are working to reengineer corporate thinking and encourage an innovative environment. Identify four key elements on which managers should concentrate to develop a corporate entrepreneurial strategy?
14. What do you mean by innovation in business? What are the major types of innovation?
15. Examine the major advantages and disadvantages of franchising. Illustrate with examples?
16. Examine the benefits and draw backs of equity and debt financing. If a new venture has its choice between long term debt and equity financing, which one would you recommend? Why?
17. What do you mean by Market? How can market research help entrepreneur in decision making?
18. Identify and discuss two examples of managerial problems that can cause a venture to fail?

Part C

(2 Q x 20 M= 40 Marks)

19. Avaz is the India's first assistive device for people with speech disabilities. It can provide a voice to non-verbal people with autism, cerebral palsy, intellectual disability, aphasia and hearing impairment.

Avaz was designed and commercialized by Invention Labs, a startup based out of IIT Madras Research Park in Chennai and started by alumni of IIT Madras. The Avaz story began in 2008 as a joint project of Invention Labs, IIT Madras and Vidya Sagar, Chennai. Both Avaz and Invention Labs have won a number of awards and recognitions since the inception of Avaz.

When Invention Labs was started there was no high-tech communication aids available in India. The ones available abroad cost between \$ 5000 to \$ 20,000 making them unaffordable even for relatively affluent.

The team at Avaz was inspired to work on this project after interacting with the staff and students of Vidya Sagar, previously the Spastics Society of India Chennai.

The Avaz team developed Avaz between 2007 and 2010, working closely with the folks at Vidya Sagar and other special needs schools in the country. They soon decided that they did not want to just create a technological device- they wanted to create an artificial voice. And so, when they designed Avaz, they wanted to give it all of the features that people take for granted.

- ✓ It would be as versatile as natural speech-allowing users to express their thoughts, moods and emotions.
- ✓ It would facilitate conversation and social interaction- by being fast, loud and clear
- ✓ It would give its users a sense of identity, as much as speech does for verbal people
- ✓ It would be flexible and customizable, to make it accessible to people with all forms of disabilities.
- ✓ It would be pervasive- like our voices, which we carry with us throughout our lives.
- ✓ It would fit into the eco system of its users and into the world they inhabit.

Avaz and Invention Labs were awarded the National Award for Empowerment of People with Disabilities. In March 2011, they had not only made it to the MIT Review list of top innovations in India in 2011, but they were also named Innovator of the year.

- a) Critically examine the concept of Social Entrepreneurship through this case?
- b) Examine the challenges from the perspective of running the enterprise?

20. Presume you are planning to start a new venture in the retail segment and you are looking for financial support. One of your friends suggested a meeting with a venture capitalist (VC) and said "All you have to do is to explain your ideas and sell them to invest in the venture. VCs always look into the uniqueness of your idea and profitability of the venture. Your idea has to be the best to impress them".

- a) Prepare a Business Plan for your retail business?
- b) In addition to the financial questions, what are the other questions the venture capitalist may likely to ask and why?



PRESIDENCY UNIVERSITY, BENGALURU
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Max Marks: 50

Max Time: 2 Hrs

Weightage: 25 %

Set A

TEST 2

I Semester 2016-2017

Course: **MBA A 114 Entrepreneurship and New Venture
Creation**

10 April 2017

Instructions:

- i. Write legibly
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Part A

1QX 6= 6 Marks

1. What do you mean by Intrapreneur?
2. Name two corporate Venturing obstacles?
3. What is meant by I Teams?
4. What do you mean by social responsiveness?
5. Name two sources of innovative ideas?
6. Mention two ways to develop creativity?

Part B

8X4= 32 Marks

7. How do organizations gain by developing a corporate entrepreneurial philosophy?
8. Social entrepreneurship is a big boon to the society. Explain and mention the challenges faced?
9. Examine the four major types of Innovation? Illustrate with examples
10. Identify the three main pathways to entering business for a prospective entrepreneur?
11. Critically examine 'Franchise'. Cite the advantages and disadvantages of franchising?
12. How do you think Entrepreneurs identify opportunity?
13. Examine the concept 'ecovision'? Outline some specific recommendations for entrepreneurs to consider that promote environmental awareness?
14. Critically evaluate radical and incremental innovation under Corporate Entrepreneurship?

Part C

3X4= 12 Marks

15. Chris Wasserberg is a salesperson for a Fortune 100 firm. He has a bachelor degree in marketing and one of the firm's best sales people. It is likely that Chris will one day become a sales Manager if he stays with the firm. This is doubtful, however, because he hopes to start his own business.
Since he was hired seven years ago, Chris has managed to build nest egg of \$160,000. He is now looking for business that would require no more than \$60,000-\$ 70,000

to get started. The rest would be used for operating capital and to keep him going until the company turns profitable. In the past, Chris has gathered ideas by reading magazines such as Entrepreneur and Inc., which report new types of businesses. Last week, Chris read a story that intrigued him. A man on the west coast has been building custom doghouse out of expensive materials and selling them for \$ 5000 to \$15,000 each. Chris realizes that few people can afford to pay this much for a dog house. Yet most dog houses are not distinctive, and owners simply pay \$50 to \$ 150 for basic dog houses. Chris believes a market may exist for dog houses between these two extremes in the range of \$250 to \$500. Chris has done the research and believes it would not be too difficult to differentiate his product from the standard doghouse. In particular, he is considering building a house that is slightly larger than the typical one, well insulated, and floored with washable vinyl, he would put the dog's name above the door and shingle the roof. Additionally, he believes that it would be more appealing if the house, has the same basic design as owner's. The two biggest obstacle will be marketing and production-that is getting people to order houses for their dogs and then building the house. Chris believes that, with his background, he can handle marketing, and it should not be too difficult to find someone to handle construction. Moreover, until business takes off, he believes he can continue with his sales job.

Questions

- 15.1. Is there anything unique about Chris's idea? Explain
- 15.2. What is the first thing Chris should do to follow up on his idea? Explain
- 15.3. When this is done, what else should Chris do? Outline a general course of action for him?



**PRESIDENCY UNIVERSITY, BENGALURU
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Max Marks: 50

Max Time: 55 Mins

Weightage: 15 %

Set A

TEST 1

II Semester 2016-
2017

Course: **MBA A 114 Entrepreneurship
and New Venture Creation**

28 February 2017

Instructions:

- i. Write legibly

Part A

(5 Q x 1 M= 05 Marks)

State whether the statement is True or False

1. The most successful entrepreneurs are those who invent a unique product or service
2. Successful entrepreneurship is more a matter of preparation and desire than it is of luck
3. Small business owners are not entrepreneurs
4. Highly successful entrepreneurs tend to have very little formal schooling
5. Research shows that, although it is important to have adequate financing before beginning of an entrepreneurial venture, it is often more important to have managerial competence and proper planning.

Part B

(5 Q x 5 M= 20 Marks)

6. Define entrepreneurship? What are the ten myths associated with Entrepreneurship?
7. What are the schools of thought that uses macro view of entrepreneurship? Explain
8. Define a Gazelle. Explain its importance?
9. Identify and describe the three major sources of information that supply data related to entrepreneurial mindset?
10. What are the major sources of stress among entrepreneurs? How can entrepreneurs deal with them?

Part C

(2 Q x 10 M= 20 Marks)

Mary Gunther has been a sales representative for a large computer firm for seven years. She took the job following her graduation from a large university, where she majored in computer science. Recently, Mary has been thinking about leaving the company and starting her own business. Her knowledge of the computer field would put her in an ideal position to be a computer consultant.

Mary understands computer hardware and software, is knowledgeable about the strong and weak points of all the latest market offerings, and has solid understanding of how to implement a computer system throughout the organization. Mary believes that many medium sized firms around the country would like to introduce computer technology but do not know how to do so. The large manufacturers, such as the one for which she works, are more interested in selling hardware than in helping their clients develop a fully integrated, company-wide computer system. Small consulting firms have to be brought in to do this. Mary feels that, as a consultant, she not only would be able to evaluate a computer's effectiveness, she also would know how to set up the machines to provide maximum benefit to the company.

Mary estimates that, if she were to leave the computer firm tomorrow, she could line up ten clients immediately. This would provide her with sufficient income for six months. She is sure that during this period she would have little difficulty getting more clients. Six of these ten firms are located on the East Coast, two of them are in the Midwest, and the remaining two are in California. Mary estimates that it would take about two weeks to install a system and have it working, and it would probably take another two days to correct any problems that occur later. These problems would be handled during a follow-up visit, usually 10 to 14 days after the initial installation and set up.

The idea of starting her own venture appeals to Mary. However, she is not sure she wants to leave her job and assume all of the responsibilities associated with running her own operation. Before going any further, she has decided to evaluate her own abilities and desires to determine whether this is the right career move for her.

Questions

1. Identify three major characteristics that Mary should have if she hopes to succeed in this new venture? Defend your choice?
2. How can typology of Entrepreneurial styles help Mary decide if she is sufficiently entrepreneurial to succeed in this venture? Which quadrant would she have to be in to succeed?