

Subject Code: MB941 / R09

M B A - IV Semester Regular/Supply Examinations, July/Aug -2013

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

- 1) Discuss about the Characteristics and Qualities of Entrepreneur.
- 2) Discuss explain about the role of various institutions supporting Entrepreneurial Development Programmes.
- 3) Mention the main problems of women entrepreneurs in establishing and developing enterprises.
- 4) Explain the recent trends in New Venture Management.
- 5) What is project quality management and explain various techniques of project quality management.
- 6) Discuss about the risk management techniques in corporate investment decisions.
- 7) What are the problems in managing in international project? How do you overcome such problems.

8) CASE STUDY: Mrs. Renu Gupta was an intelligent, creative and energetic woman. In spite of being an M.sc in chemistry, she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met American who was interested in artificial jewelers. She got that jewellery done through local artisans and then showed them to the American customer, who was highly appreciative. Later on few arrangements were made and Renu managed to get few orders from the Americans.

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides jewellery, she tried her hand in cane furniture also. She discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well. Through observations, direct interactions with the customers and reading she formed practical ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell out in domestic as well as in global markets. Later on, she stopped taking part in exhibitions and thus did not allow anyone to see her designs. Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.

- Questions:**
- a) Identify the working environment of Renugupta.
 - b) Identify the advantages of Renugupta as a woman entrepreneur.
 - c) Critically examine "think global and act local" in case of Renugupta.

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