

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations– June 2024
Programme Name: MBA (ITL/PSM)
Semester: IV
Subject Code: PG21T3401/PG22T3401

Subject Name: ENTREPRENEURSHIP & STRATEGIC MANAGEMENT

Date: 27.05.2024	Max Marks: 60
Duration: 03 Hrs	Pass Marks: 30

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. 'Cost leadership' is a type of _____ strategy.
 - i) Stability
 - ii) Collaborative
 - iii) Competitive
 - iv) Alliance

2. _____ entrepreneurs are cautious in adopting and implementing any change. Their dealings are determined by custom, religion, tradition and past practices.
 - i) Drone
 - ii) Trading
 - iii) Technical
 - iv) Fabian

3. The combination of existing concepts and factors into a new formulation; this involves taking ideas or items already invented and finding a way so together they form a new application is known as _____.
 - i) Invention
 - ii) Innovation
 - iii) Synthesis
 - iv) None of the above

4. MSME Sector in India contributes towards export about _____.
 - i) 50%

- ii) 40%
- iii) 70%
- iv) 80%

5. Which area does not fall in the purview of audit of start-up enterprises?

- i) Prevention of fraud
- ii) Ensuring legal / regulatory compliances
- iii) Identifying activities not performing as per business plan
- iv) Early identification of errors and improper documentations

6. _____ is a merger of two organizations that are operating in the same industry but at different stages of production or distribution system.

- i) Horizontal Merger
- ii) Vertical Merger
- iii) Diagonal Merger
- iv) None of the above

7. Which of the following is/are the characteristic(s) of an entrepreneur?

- i) Risk bearer
- ii) Organizer
- iii) Innovator
- iv) All of the above

8. _____ approach of problem solving involves a disciplined, precise and methodical approach.

- i) Innovator approach
- ii) Adaptor approach
- iii) Imitator approach
- iv) Complement approach

9. An _____ is an employee of a large organisation, who has the authority of initiating creativity and innovation in the company's products, services and projects, redesigning the processes, workflows and system with the objective of transforming them into a successful venture of the enterprise.

- i) Entrepreneur
- ii) Interpreneur
- iii) Intrapreneur
- iv) None of the above

10. _____ strategy involves the sale or liquidation of a portion of business, or a major division, profit centre or SBU.

- i) Divestment
- ii) Penetration
- iii) Turnaround
- iv) Investment

Section B

Five Questions of 02 Marks each

11. Discuss about various types of international strategies with examples.
12. What are the major causes of failures in case of new ventures?
13. What are the factors that affect entrepreneurship development?
14. Classify strategies on the basis of stages of business life cycle.
15. Explain briefly the concept of Leveraged Buyout Financing.

Section C

Seven Questions of 8 Marks each of which any 05 questions to be answered.

16. Discuss about the various traits possessed by an entrepreneur.
17. Discuss about the various 'Turnaround Strategies' adopted by the organizations.
18. Explain the various steps in creative process in your own words with an example.
19. A) What are various sources of short term, long term and medium-term finances available to an enterprise in India?
B) While estimating the requirements of fixed capital and working capital for a new enterprise, what are the essential factors that are looked into? (4 + 4)
20. A) State in detail the fundamental parameters based on which Micro, Small and Medium Enterprises under the MSMED Act, 2006 are categorised.
B) What are the important elements to be observed while developing an effective Business Plan by an entrepreneur? (4 + 4)
21. Discuss about Sir Michael Porter's competitive strategies.
22. Discuss about the challenges and opportunities for the entrepreneurs in the post pandemic business world.