

Question Paper

Exam Date & Time: 06-May-2024 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.TECH END SEMESTER EXAMINATIONS, MAY 2024

ENTREPRENEURSHIP [HUM 4062]

Marks: 50

Duration: 180 mins.

Answer all the questions.

Instructions to Candidates: Answer ALL questions Missing data may be suitably assumed

- 1) Discuss the four best exit strategies available for an entrepreneur. Also, explain in detail their merits and demerits. (4)
 - A)
 - B) "Sometimes delayed entry to the market is favorable to the entrepreneur." Justify the statement and explain the factors that favor delayed entry with suitable examples for each factor. (3)
 - C) Develop four important market penetration and market development strategies for a smartphone. (3)
- 2) Ms. Reema Sharma, an industrial designer, has developed a revolutionary new type of ergonomic chair that incorporates innovative lumbar support technology and sustainable materials. Her colleagues have suggested that she consider launching a business selling her chairs commercially. However, Ms. Sharma is concerned about the possibility of her chair design infringing on existing patents or copyrights owned by other manufacturers. What advice would you give Ms. Sharma regarding whether she should proceed with her entrepreneurship plan? How can she ensure her product idea does not violate any intellectual property rights and mitigate the risk of infringement? Please provide detailed guidance through a flow chart. (4)
 - A)
 - B) "Creating a resource bundle requires good knowledge of the market and technology." Justify the statement with two suitable examples. (3)
 - C) Compare six major differences between LLCs and LLPs. (3)
- 3) Differentiate the merits and demerits of debt and equity financing for start-ups in detail. (4)
 - A)
 - B) Mr. Mittal, CEO of an MNC, wanted to change his industry work culture from traditional to corporate entrepreneurship. As an expert in this field, discuss the six major factors Mr. Mittal's company must establish to bring this change. (3)
 - C) Ms. Hirachand wanted to start a franchise center of MM Mithaiwala, a leading sweets maker and distributor, in Manipal. Since this is a new place for this manufacturer, they asked Ms. Hirachand to perform Porter's Five Force model analysis to understand the market in Manipal. As an advisor to Ms. Hirachand, perform the Porter's Five Force model and conclude your observations. (3)
- 4) Discuss the components of a marketing mix and explain each with an example of your choice. (4)
 - A)

- B) Identify an innovative entrepreneurship opportunity within Manipal and discuss the following. (3)
- a. Marketing Plan
 - b. Environmental and Industry Analysis
 - c. Assessment of Risk
- C) Discuss six motivational factors that contribute to global entrepreneurship with suitable examples. (3)
- 5) Mr. Anwesh Tripathi has developed an innovative packaging idea to extend the shelf life of a food product. To take this project seriously, he wanted to perform an opportunity assessment in the market. Develop and explain an opportunity assessment plan for this innovative idea as an expert. (4)
- A)
- B) Among different business growth mechanisms, mergers offer companies defensive and offensive benefits". Justify the statement with a detailed explanation and a suitable example. (3)
- C) Define the meaning of bootstrapping in the context of funding for entrepreneurship with four examples. Illustrate the factors that motivate entrepreneurs to make bootstrapping their first choice. (3)

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