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Register Number:

**DATE:12-04-2019**

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**B.A. ECONOMICS- VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2019**

**ECADE 6418: Entrepreneurship and Business Development**

**Time: 2.5 Hours Maximum Marks-70**

**This question paper has 2 printed pages and 3 parts**

**PART A**

**Answer any TEN of the following 3x10=30marks**

1. Explain the meaning of the term entrepreneur.
2. Distinguish between entrepreneurship and intrapreneurship.
3. What is creative destruction*?*
4. In the movie flash of genius how did Robert Kernes develop the invention of automatic wipers?
5. State any three methods to increase creativity in an organization.
6. What do you understand by intellectual property?
7. State the major sources of finance for an entrepreneur.
8. What is a balance sheet?
9. Why is networking important for an entrepreneur?
10. State any three problems particularly faced by women entrepreneurs.
11. Mention any three initiatives by Government of India to promote entrepreneurship.
12. Briefly explain the importance of networking for entrepreneurs.

**PART B**

**Answer any TWO of the following 5x2=10marks**

1. Discuss Schumpeter’s theory of entrepreneurship.
2. Read the following caselet and answer the following:

After spending years in construction business,Dileep decided to pursue his dreams of opening a flower shop in his home town “I have managed two floral shops years before I went into construction business, and I like it a lot. Working for others is not for me” he says. Dileep scooped together Rs 9000 of his own money, convinced his family members to put up a small amount of cash and launched his shop, which he has built into a thriving business.

* 1. What needs of an entrepreneur does this caselet exhibit. (1)
  2. What abilities of Dileep indicate to you that he is an entrepreneur? (2)
  3. What are the intrinsic rewards of becoming an entrepreneur? (2)

1. Assume that you are the owner of a small business named “*Milkyway”* that primarily sells milk in South India, how can you build a competitive edge in the marketplace?

**PART C**

**Answer any TWO of the following 15x2=30marks**

1. Explain the different forms of business organizations along with their relative advantages and disadvantages.
2. When Erica was just seven years old, she wanted to earn her own money so badly that she wanted to sell her teddy bears on the sidewalk. Instead, she approached the owners of a pasta shop where she and her family often shopped and asked if she could sell their pasta at a weekend farmer’s market near San Diego. “I really loved their pasta and I wanted everyone else to try it” says Erica .She bought 120 packages of at $1.25 with the intent of selling them for twice their cost. “We figured the worst that could happen is that we did be eating pasta every night for a month” recalls Erica’s mother. Their supply sold out quickly and a new business, Erica’s Pasta business was born. The company has expanded over the years and now sells a variety of food other than pasta. Erica’s parents now work for the business full time. Erica helped her father write a cook book on pasta which is now sold through a different division called Pasta Press. Erica’s little sister created her own business as well. Both girls give 10%of their earnings to their church, save 50%and spend the rest. Admits her mother, “we would never have done this if it weren’t for Erica”.
3. What would have happened if young Erica’s parents had not noticed her passion?
4. Do you believe that an entrepreneur needs the support of members of the family or friends in all age groups to keep the passion of entrepreneurship alive?
5. How do you relate the idea of her selling dolls to that of selling pasta?
6. What was the driving force for Erica to approach their regular pasta buying point?
7. Did she anticipate that she could sell pasta at double the price when she started her venture?
8. Read the case given below and answer the questions that follow.

McDonald’s is one of many restaurants within the fast food industry facing challenges to improve their menus, cook with healthier ingredients, change the ways in which food is prepared, and improve the overall customer experience. To convey this to the customers, McDonald has launched a marketing campaign with a tagline of “I’m Lovin’ It.” It was one of the most successful marketing campaigns ever lunched. McDonald's Canada's corporate website states that the commercial campaigns have always focused on the "overall McDonald's experience", rather than just product. McDonald’s also changed the focus of their menu to a healthier approach for their customer base.

1. Discuss the 4 Ps of marketing mix for this company.
2. What is the focus of their business today?
3. Relate this to an Indian product, which has used similar marketing approach and explain the example.

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