

This question paper contains 2 printed pages.

4220

Your Roll No.

MBA (FT)

A

Paper F-3504— ENTREPRENEURIAL DEVELOPMENT & NEW ENTERPRISE MANAGEMENT

Time : 3 hours

Maximum Marks : 70

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

*Attempt all questions from Part A and any one
question from Part B.*

PART A

1. Contrast among the three constructs: entrepreneurship, managership and leadership. 14
2. (a) What new skills and attitudes must an entrepreneur have to transform a fledgling business into a long-lived institution? 10
- (b) What barriers or hurdles do you see as you contemplate your own entrepreneurial career? 4
3. Demonstrate in detail through a case discussed in class how you can apply the Seven domain model of John Mullins to test the feasibility of opportunities and business plan. 14
4. Identify the distinctive domain of social entrepreneurship. Describe the perspectives for studying social entrepreneurship. 14

P. T. O.

PART B

5. (a) What factors created an opportunity for Bob Reiss and the 'TV Guide Game'? 14
- Or*
- (b) How could Sigma complete the project within a year which Caltech could not do in three years? 14