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St. Claret College

Autonomous, Bengaluru

ROLL NO:
DATE:

PG END SEMESTER EXAMINATION-OCT/NOV 2025

MBA SECOND SEMESTER

MBA2324: ENTREPRENEURSHIP & ETHICS

TIME: 3 hours. **MAX. MARKS: 70**

This paper contains TWO printed pages and FOUR parts

Instructions:
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SEVEN questions out of NINE. Each answer carries TWO marks. **[2x7 = 14]**

1. List two methods of developing Entrepreneurial Competencies.
2. Write any two myths of Entrepreneurship.
3. What is meant by Business Opportunity?
4. State two purposes of preparing a Business Plan.
5. What are the sources of Idea Generation for Entrepreneurs?
6. What is a Section 25 company?
7. Write two differences between Business entrepreneurship and Social entrepreneurship.
8. What are the challenges faced by Social Entrepreneur?
9. Define Business Ethics.

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks. **[4x5=20]**

10. Explain the importance of Entrepreneurship in Economic Development.
11. Discuss the challenges faced by New Venture Start-ups.
12. Write a short note on the significance of preparing a Project Report.
13. Discuss the features of Sole Proprietorship.
14. Explain the types of Social Entrepreneurship.
15. Explain the Ethical Issues faced by Start-ups.

PART-C

Answer any TWO questions out of FOUR. Each answer carries TEN marks. **[10X2=20]**

16. Ramesh notices that his city lacks affordable fitness centers. He wants to explore starting one but is unsure whether he has the qualities of an Entrepreneur. What characteristics should he evaluate in himself before proceeding?
17. Amit is planning to launch a tech start-up. He wants to understand the factors that could affect his business. What are the components should he analyze of the Business Environment to make informed decisions?
18. You plan to launch a handmade jewellery brand called "Sparkle & Shine" targeting college students. You need to prepare a detailed Business Plan and outline the key components.
19. Explain the features, advantages, and disadvantages of a Partnership as a form of business organization.

PART-D

Answer the following. **[16X1=16]**

20. GreenLeaf Innovations is a startup founded in 2019 by two environmental engineers, aiming to tackle urban waste management challenges. The company developed a smart composting solution for households and small businesses, integrating IoT sensors to monitor decomposition levels and app notifications to guide users. Initially funded through a combination of personal savings and a small angel investment, GreenLeaf gained traction in its local city through partnerships with eco-conscious communities and restaurants. By 2022, the company had scaled to three additional cities, generating revenue primarily from product sales and subscription services for real-time monitoring. Despite early success, GreenLeaf faced operational challenges. The cost of IoT components remained high, and customer adoption outside eco-conscious circles was slower than expected. Competitors began introducing lower-cost alternatives, and GreenLeaf's founders realized they needed to refine their pricing strategy, marketing approach, and distribution channels to sustain growth. Additionally, they were evaluating whether to seek venture capital to accelerate expansion or maintain bootstrapped growth to preserve control.

The founders are now at a strategic crossroads: Should they prioritize rapid expansion into new cities or focus on optimizing operations and deepening market penetration in their current regions? They also need to decide how to balance maintaining their eco-friendly mission with the financial realities of scaling a hardware-based startup. Their decisions in the next 12–18 months will likely determine whether GreenLeaf can establish itself as a leader in sustainable urban solutions.

Discussion Questions:

a) What strategies should GreenLeaf employ to balance growth with operational sustainability, considering the high cost of IoT components?
b) How should the founders approach market expansion while maintaining their eco-friendly brand and mission?
c) Should GreenLeaf seek external funding, or continue bootstrapped growth? What are the potential risks and benefits of each option?

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