

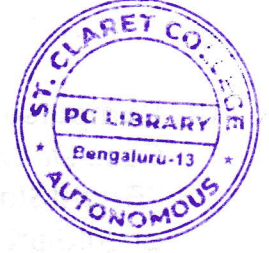


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II Semester M.B.A. (Day and Eve.) Examination,
December 2024/January 2025
(CBCS) (2021-22 Onwards)
MANAGEMENT

Paper – 2.3 : Entrepreneurship and Ethics



Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following. **Each** question carries **5** marks.

(5×5=25)

1. Define different types of entrepreneurs and give an example for each type.
2. What are five major challenges faced by new venture start-ups ?
3. Describe three potential business opportunities in emerging economic environments.
4. Identify common mistakes entrepreneurs make when formulating a business plan.
5. What are the key boundaries or limitations that define the scope of social entrepreneurship ?
6. Discuss business ethics and its importance for today's business.
7. What is Corporate Social Responsibility (CSR) ? Explain its contribution to environmental awareness.

SECTION – B

Answer **any three** questions from the following. **Each** question carries **10** marks.

(3×10=30)

8. Discuss the key competencies required for successful entrepreneurship.
9. Describe the process and importance of conducting market and product/service feasibility analyses for a new venture.
10. What factors should an entrepreneur consider when selecting an appropriate legal structure for their business ?
11. Discuss social entrepreneurship practices and the challenges faced in achieving both social impact and financial sustainability.

P.T.O.



SECTION – C

12. **Compulsory Question.****(1×15=15)**

Case study :

“BrightStart Education Initiative”

BrightStart is a social enterprise founded by Mr. Ramesh Malhotra, a former school teacher passionate about improving education for underprivileged children in rural India. Frustrated by the lack of access to quality education in remote areas, Ramesh developed BrightStart to bridge this gap through an innovative mobile learning platform. The platform provided interactive lessons, educational games, and mentorship programs that could be accessed via low-cost smartphones and tablets, reaching children who were unable to attend regular schools.

Mr. Ramesh faced several challenges while putting social entrepreneurship into practice. Funding was one of the main obstacles, as traditional investors often sought faster and higher returns, while BrightStart's focus was on long-term social impact. To overcome this, Mr. Ramesh collaborated with non-profit organizations and government bodies that shared his vision of educational reform. This strategic partnership not only provided funding but also helped spread awareness of the program in rural areas.

BrightStart's implementation strategy involved training local volunteers as educational facilitators. These facilitators were tasked with guiding students on how to use the platform effectively, ensuring a hands-on approach to learning. The social enterprise also addressed language barriers by offering content in multiple regional languages. Over time, BrightStart's model gained recognition for its sustainable approach, blending technology and community involvement to create a scalable solution for rural education.

The impact of BrightStart was significant. Within two years, the program reached over 20,000 students across various states, improving literacy rates and sparking interest in further education. Despite these successes, challenges remained in sustaining the program's funding and expanding its reach. Mr. Ramesh's commitment to making a difference and his willingness to adapt strategies were crucial in sustaining BrightStart's mission.

Questions :

- What strategies did BrightStart use to implement its social mission effectively ? And how did it overcome challenges related to funding ?
 - Describe the impact of BrightStart on the rural communities it served.
 - How did partnerships with non-profits and government bodies contribute to the success of BrightStart ? And why are such partnerships important for social enterprises ?
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