

III Semester M.B.A. (Day) V Sem. M.B.A. (Evening) Degree
Examination, January 2008

(Updated Scheme)

BUSINESS ADMINISTRATION

Paper – 3.2 : Entrepreneurship

Time: 3 Hours

Max. Marks: 75

SECTION – A

(6×2=12)

1. Answer **any six** from the following. Each question carries **two** marks.

- a) Who can be an entrepreneur ?
- b) What is liquidation ?
- c) Define the term 'entrepreneur'.
- d) What do you mean by a paper entrepreneur ?
- e) What is bridge finance ?
- f) What is meant by turnaround ?
- g) What is meant by business opportunity ?
- h) What is a project ?
- i) What is meant by international entrepreneurship.?

SECTION – B

(4×5=20)

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

2. What are the functions of entrepreneur in economic development ?
3. Explain the role of entrepreneur in a mixed economy.
4. What are the barriers to enter international trade ?
5. What are legal requirements of starting a venture ?
6. What are the guidelines to succeed in the market ?
7. What are the key elements in project formulation ?

P.T.O.

SECTION – C

(3×10=30)

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

8. Bring out the important obstacles inhibiting the growth of entrepreneurship with special reference to India.
9. Briefly explain various incentives and assistance offered to industries in Karnataka.
10. Explain in detail the procedure for setting up a small scale industrial unit.
11. With a suitable case explain the preparing for the new venture launch, early growth of new venture and new venture expansion strategies.
12. Illustrate with the support of an appropriate case how to go about with regard to entrepreneurial process of identifying the opportunities to preparing the feasibility of plan of a business.

SECTION – D

(1×13=13)

13. **Case study :**

Elliot Katzman is a serial entrepreneur. He has played key roles in several successful start-ups. His latest entrepreneurial venture-Myteam.com (www.myteam.com) – is a labor of love. With two sons playing on six different sports teams, Katzman saw the market need for a place where coaches, parents, and kids could come for information on schedules, rosters, directions, and other stuff associated with coordinating kids sports. Myteam.com was Katzman's solution. According to the company's Web site, Myteam is a direct marketing company that utilizes the Internet to enable communication, administration, and commerce among those involved in the amateur sports marketplace. Katzman felt that this was a perfect opportunity to combine his professional background in other tech-oriented entrepreneurial ventures and his personal passion for kids sports.

Myteam has had the support of a strong group of investors including Charles River Ventures. Ted Dintersmith, a partner at Charles River says that Myteam is the clear category leader in amateur sports communication and administration. His investment group found Myteam appealing on multiple dimensions : clear sense of mission, its values, and the potential to be a big commercial success. In addition, they recognized that Katzman had a great track record and a clear vision of what he wanted Myteam to be.

Myteam is building relationships with several key partners. It has exclusive multiyear agreements with over 30 premier amateur sports organizations such as Little League Baseball, Amateur Softball Association, and Amateur Athletic Union. These relationships cover more than 30 sports and give Myteam's sponsors access to more than 13 million sports participants. In addition, it has a team of professional advisers including noted athletes such as Bobby Orr and Gary Carter.

Discussion Questions

- 1) What do you think has contributed to the success of Myteam.com ? Why do you think these elements are necessary ?
 - 2) Does Myteam.com fit the definition of an entrepreneurial venture ? Explain.
 - 3) Do some research on organized kids sports. Is the popularity continuing ? Which kids sports seem to be growing in popularity ? Which seem to be declining ? What would the implications be for Myteam.com ?
 - 4) What types of challenges might Myteam.com face as it continues to grow ?
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