



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
(AUTONOMOUS)**

**QUESTION BANK**

**Year / Semester: II MBA IV Semester**

**Regulation: R23**

**Subject and Code: Entrepreneurship Development & 22MBA241**

**SYLLABUS**



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
[AUTONOMOUS], CHITTOOR - 517 127  
DEPARTMENT OF MANAGEMENT STUDIES**

<b>II MBA – Semester - IV</b>					
<b>Course Code</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>22MBA241</b>		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Course Educational Objectives (CEO) :</b>					
CEO1: To understand the concepts of entrepreneurship and its types					
CEO2: To provide awareness on institutions supporting for business enterprises					
CEO3: To elucidate the process of project planning and report preparation					
CEO4: To evaluate the various entrepreneurial strategies					
CEO5: To understand the scope of women entrepreneurs, rural entrepreneurship and evaluation of EDP's in India					
<b>UNIT - I</b>	<b>Nature of Entrepreneurship</b>	Lecture Hrs: 8			
Meaning and Concepts, Intrapreneurship -Entrepreneur's competencies, attitudes, Qualities, functions - Types of Entrepreneurs - Barriers to Entrepreneurship - Entrepreneurial scenario in India and Abroad - Forms of Entrepreneurship - Small business, Types of ownership - Role of Government in the promotion of Entrepreneur.					
<b>UNIT - II</b>	<b>Institutions Supporting Business Enterprises</b>	Lecture Hrs: 12			
Central level institutions - NBMSME, KVIC, The coir board, NSIC, NSTEDB, NPC, EDI, NRDCI, National entrepreneurship Development Institutes. State level Institutions - State Directorate of Industries & Commerce, DIC, SFC, SIDC, SIADB. Other institutions : NABARD, HUDCO, TCO, SIDBI, Business incubators.					
<b>UNIT - III</b>	<b>Idea Generation, Project Planning and Feasibility Studies</b>	Lecture Hrs:12			
Idea Generation - The concept of Project - Project life cycle Project Planning - Feasibility- Project proposal & Report preparation.					
<b>UNIT - IV</b>	<b>Micro and Small Enterprises</b>	Lecture Hrs:12			
Meaning and Definitions – Micro and Macro UNITs - Essentials, Features and Characteristics – Relationship between Micro and Macro Enterprises –Rational behind Micro and Small Enterprises – Scope and Objectives of Micro and Small Enterprises – Enterprise and Society – Role of Micro Enterprises in Economic Development –Package for Promotion of Micro and Small-Scale Enterprises – Problems of Micro and Small Enterprises.					
<b>UNIT - V</b>	<b>Women Entrepreneurship</b>	Lecture Hrs:12			
Scope and Functions of Women Entrepreneurs -Promotional efforts supporting women entrepreneurs in India - Problems and remedies of Women Entrepreneurship. <b>Rural Entrepreneurship and EDPs:</b> Need - Rural Industrialization-Role of NGOs- Organizing EDPs- Need, objectives, Evaluation of EDPs.					



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<b>Course Outcomes:</b>		
<b>On successful completion of the course the student will be able to,</b>		<b>POs &amp; PSOs related to COs</b>
CO1	<b>Demonstrate</b> the knowledge on entrepreneurship and its types	PO1, PO5, PSO1
CO2	<b>Categorize the</b> institutions supporting business enterprises	PO2, PO5, PSO1
CO3	<b>Prepare</b> feasibility reports and project reports based on concept of project planning	PO3, PO5, PSO2

CO4	<b>Demonstrate</b> Knowledge on various entrepreneurial strategies	PO3, PO5, PSO2
CO5	<b>Analyze</b> the scope of women entrepreneurship and learns about rural entrepreneurship and EDP's in India	PO5, PSO1

**Text Books:**

1. The Dynamics of Entrepreneurial Development and Management, 6/e, Vasanth Desai, Himalaya Publishing House, Mumbai, 2010.
2. Entrepreneurship Management- text and cases, 1/e, Bholanath Dutta, Excel Books, New Delhi, 2010.

**Reference Books:**

1. Fundamentals of Entrepreneurship, 2/e, H.Nandan, PHI Publications, New Delhi, 2011.
2. Entrepreneurship, 2/e, Rajeev Roy, Oxford University Press, New Delhi, 2011.
3. Entrepreneurship, 6/e, Robert D Hirsrich, Michael P Peters, Dean A Shepherd, TMH, New Delhi, 2010.
4. Entrepreneurship Development, 1/e, Abha Mathur, Taxmann Publications, 2021.

**Online Learning Resources:**

- [https://onlinecourses.nptel.ac.in/noc21\\_mg70/preview](https://onlinecourses.nptel.ac.in/noc21_mg70/preview)  
<https://archive.nptel.ac.in/courses/110/106/110106141/>  
<https://nptel.ac.in/courses/110106141>  
<http://digimat.in/nptel/courses/video/110106141/L51.html>  
<https://www.classcentral.com/course/swayam-entrepreneurship-development-19847>

**COURSE OUTCOMES VS POs MAPPING (DETAILED; HIGH:3; MEDIUM:2; LOW:1):**

Course	CO \ PO	PO								PSO	
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
<b>C2401 : ENTREPRENEURSHIP DEVELOPMENT</b>	C2401.1	2		-	-	3		-	-	2	3
	C2401.2	-	2	-	-	3		-	-	2	3
	C2401.3	-	-	2	-	3		-	-	-	2.5
	C2401.4	-	-	2	-	3		-	-	-	2.5
	C2401.5	-	-	-	-	3		-	-	-	3
	<b>C2401</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>3</b>		<b>-</b>	<b>-</b>	<b>2</b>	<b>2.8</b>



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Max Marks: **10**

S.No.	CO	Questions	BT
<b>Unit I: Nature of Entrepreneurship</b>			
1	1	Define entrepreneurship and explain its key concepts and characteristics.	L1
2	1	Explain the concept of intrapreneurship and differentiate it from entrepreneurship with examples	L2
3	1	Describe the different types of entrepreneurs and their distinguishing features.	L2
4	1	Explain the major functions of an entrepreneur and illustrate them with suitable examples.	L3
5	1	Discuss the role of small businesses in economic development with practical examples.	L3
6	1	Analyze the key competencies, attitudes, and qualities required for a successful entrepreneur	L4
7	1	Analyze the major barriers to entrepreneurship and examine how they hinder business growth.	L4
8	1	Analyze the entrepreneurial scenario in India and compare it with global trends	L4
9	1	Evaluate the role of government in promoting entrepreneurship in India. Discuss major initiatives and their impact	L5
10	1	Assess the effectiveness of different forms of entrepreneurship (small business, scalable startup, social entrepreneurship) in contributing to economic growth	L5
11	1	Propose strategic measures to overcome barriers to entrepreneurship and strengthen the entrepreneurial ecosystem in India	L6



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S.No.	CO	Questions	BT
<b>Unit II: Institutions Supporting Business Enterprises</b>			
1	2	Describe the objectives and functions of National Board for Micro, Small and Medium Enterprises and Khadi and Village Industries Commission in promoting entrepreneurship.	L1
2	2	Explain the role of National Small Industries Corporation and Coir Board in supporting small-scale industries.	L2
3	2	Discuss the objectives and activities of National Science and Technology Entrepreneurship Development Board and National Productivity Council in entrepreneurial development.	L2
4	2	Explain how Entrepreneurship Development Institute of India and National Research Development Corporation of India assist entrepreneurs in transforming ideas into viable enterprises	L3
5	2	Discuss how District Industries Centres (DIC) and State Finance Corporations (SFCs) support small entrepreneurs at the state level.	L3
6	2	Analyze the role of State Industrial Development Corporations (SIDC) and State Industrial Area Development Boards (SIADB) in industrial infrastructure development.	L4
7	2	Examine the role of National Bank for Agriculture and Rural Development and Small Industries Development Bank of India in financing and promoting entrepreneurship	L4
8	2	Analyze the contribution of Housing and Urban Development Corporation and Technical Consultancy Organizations (TCOs) in entrepreneurial and infrastructure development.	L4
9	2	Evaluate the effectiveness of central-level institutions in promoting MSMEs and entrepreneurial growth in India	L5
10	2	Critically assess the role of business incubators in fostering innovation and startup development in India.	L5
11	2	Propose a coordinated framework integrating central, state, and financial institutions to strengthen entrepreneurial development in India.	L6



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S.No.	CO	Questions	BT
<b>Unit III: Idea Generation, Project Planning and Feasibility Studies</b>			
1	3	Define the concept of a project and explain its key characteristics	<b>L1</b>
2	3	Explain the concept and importance of idea generation in entrepreneurship	<b>L2</b>
3	3	Describe the stages of the project life cycle and explain their significance	<b>L2</b>
4	3	Explain the process of project planning and illustrate its components with suitable examples	<b>L3</b>
5	3	Discuss the different types of feasibility analysis (technical, financial, market, operational) with examples.	<b>L3</b>
6	3	Analyze the various sources and methods of idea generation for new ventures.	<b>L4</b>
7	3	Examine the importance of feasibility analysis in reducing project risk and ensuring project success	<b>L4</b>
8	3	Analyze the structure and essential components of a project proposal	<b>L4</b>
9	3	Evaluate the role of systematic project planning in achieving entrepreneurial success	<b>L5</b>
10	3	Critically assess the importance of a well-prepared project report in securing financial assistance from banks and financial institutions	<b>L5</b>
11	3	Prepare a framework for developing a comprehensive project report for a new startup venture	<b>L6</b>



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S.No.	CO	Questions	BT
<b>Unit IV: Micro and Small Enterprises</b>			
1	4	Define Micro and Small Enterprises and explain their basic features and characteristics.	L1
2	4	Explain the relationship between micro and macro enterprises in an economy	L2
3	4	Discuss the rationale behind the promotion of Micro and Small Enterprises	L2
4	4	Explain the scope and objectives of Micro and Small Enterprises with suitable examples.	L3
5	4	Discuss the role of Micro Enterprises in economic development with practical illustrations.	L3
6	4	Analyze the importance of Micro and Small Enterprises in strengthening the relationship between enterprise and society.	L4
7	4	Examine the major problems faced by Micro and Small Enterprises and analyze their causes.	L4
8	4	Analyze the impact of government promotional packages on the growth of Micro and Small Enterprises.	L4
9	4	Evaluate the contribution of Micro and Small Enterprises to employment generation and inclusive growth.	L5
10	4	Critically assess whether Micro and Small Enterprises can compete effectively with large-scale industries in a globalized economy	L5
11	4	Propose strategic measures to overcome the problems of Micro and Small Enterprises and enhance their competitiveness.	L6



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S.No.	CO	Questions	BT
<b>Unit V: Women Entrepreneurship</b>			
1	5	Define women entrepreneurship and explain its scope and key functions.	<b>L1</b>
2	5	Discuss the need for rural entrepreneurship in the context of balanced regional development.	<b>L2</b>
3	5	Explain the concept of Entrepreneurship Development Programmes (EDPs) and state their objectives.	<b>L2</b>
4	5	Discuss the promotional efforts and support systems available for women entrepreneurs in India with examples.	<b>L3</b>
5	5	Explain the role of NGOs in promoting rural entrepreneurship with suitable illustrations	<b>L3</b>
6	5	Analyze the major problems faced by women entrepreneurs and examine suitable remedial measures.	<b>L4</b>
7	5	Examine the role of rural industrialization in strengthening the rural economy.	<b>L4</b>
8	5	Analyze the process of organizing Entrepreneurship Development Programmes (EDPs).	<b>L4</b>
9	5	Evaluate the effectiveness of promotional schemes and institutional support for women entrepreneurs in India.	<b>L5</b>
10	5	Critically assess the impact of Entrepreneurship Development Programmes (EDPs) on rural employment generation.	<b>L5</b>
11	5	Propose a comprehensive strategy to strengthen women and rural entrepreneurship through effective EDPs and institutional support.	<b>L6</b>

Note: L1-Remembering, L2-Understanding, L3-Appling, L4-Analyzing, L5-Evaluating, and L6-Creating



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## Instruction to Faculty Members:

### The Six Levels of Bloom's Taxonomy:

1. **Remembering:** Retrieving, recognizing, and recalling relevant knowledge from long-term memory (e.g., list, define, name, locate).
2. **Understanding:** Constructing meaning, explaining ideas, or concepts (e.g., summarize, interpret, classify, compare).
3. **Applying:** Using information in new situations or implementing procedures to solve problems (e.g., solve, use, demonstrate, implement).
4. **Analyzing:** Breaking material into constituent parts, determining how the parts relate to one another and to an overall structure (e.g., contrast, categorize, distinguish, diagram).
5. **Evaluating:** Making judgments based on criteria and standards through checking and critiquing (e.g., judge, critique, justify, defend, argue).
6. **Creating:** Putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure (e.g., design, construct, develop, formulate).