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MMPC-018

**MASTER OF BUSINESS
ADMINISTRATION/ MASTER OF
BUSINESS ADMINISTRATION
(BANKING AND FINANCE)
(MBA/ MBF)**

Term-End Examination

December, 2024

MMPC-018 : ENTREPRENEURSHIP

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any **five** questions. Each question carries equal marks.

1. Imagine you have an idea for a new Smartphone app. How would you go about conducting market research to validate the demand for your app before investing time and resources on its development ?

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2. What are different sources of generating new ideas ? Which one of them do you consider the best ? Explain.
3. Explain the role of rural entrepreneurship in promoting women's empowerment. What are the challenges faced by women entrepreneurs in a rural setup ?
4. Write short notes on the following :
 - (a) Technical Analysis of a business idea
 - (b) PESTEL Model
5. What is a Business Plan ? Discuss the common errors in business plan formulation.
6. What do you mean by cost of capital ? Why is it important in the starting phase of a start-up ?
7. What is venture capital ? How is it different from angel investment ? Discuss in brief the Venture Capital Investment Process.

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8. You have decided to open a local book store. How will you use social media and other online platforms to build a strong online presence and attract customers to your physical store ?

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