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| **Trim: Jan-Mar -2025**  **Maximum Marks: 50 Examination: ETE Exam Date: 12.04.2025 Duration: 3hrs** | | |
| **Programme code: 10**  **Programme: MBA-PT-MM/FIN/ HRM/DSA** | **Class:** III | **Semester: Trim IX**  **Batch- (Regular)** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:** | |
| **Course Code: 217P10C901** | **Name of the Course:  – Entrepreneurship Management** | |
| **Instructions: All questions are compulsory** | | |

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| **Question No.** |  | **Max.**  **Marks** |
| 1 | Write short notes – 5 marks each   1. Explain the concept of social entrepreneurship. Discuss with an example. 2. Discuss the challenges faced by women entrepreneurs. 3. Describe a sustainable entrepreneurship venture. 4. Discuss why entrepreneurs fail. Mention ten reasons. 5. Explain the role of business incubators in the entrepreneurial eco system. 6. What are the characteristics of successful entrepreneurs? | 30 |
| 2 | Assume you are an angel investor. Will you invest in this venture? Provide ten reasons of why you would invest.   * New Foods is a dynamic venture that serves as a one-stop solution exclusively designed to cater to the cravings of the restaurant industry. It is in the business-to-business domain. They offer a diverse range of popular Indian sweets, each boasting a remarkable six-month shelf life without the use of preservatives. What sets them apart is their commitment to offering these sweets in convenient single-serve formats. Crafted with the artistry of traditional halwais and preserved with the precision of science, their products blend the best of both worlds. The expertise of their halwais ensures authentic taste and quality, while cutting-edge technologies like blast freezing safeguard freshness and longevity. They guarantee that their frozen traditional Indian sweets are not only delicious but also safe, making them a game-changer for your business. They carefully prepare, freeze at the peak of freshness, and seal them to lock in flavour and quality. With rigorous quality controls, their frozen sweets offer convenience and a longer shelf life, ensuring that customers enjoy the same delightful experience without compromising on safety.   Ankush Jain a hospitality management professional with three years of experience as a chef in a leading Indian restaurant & Panna Shenoy a food technologist having work experience with a FMCG making potato wafers are partners in this venture. | 10 |
| 3 | List & discuss two sources of funds available to entrepreneurs. | 10 |