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Reg. No. | | | | | | | | |

II Semester M.B.A. (Day and Evening) Degree Examination December- 2024

MANAGEMENT

Entrepreneurship and Start - Ups Management

(CBCS Scheme Onwards - 2019)

Paper : 2.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

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

(5×5=25)

1. Explain entrepreneurship and types of entrepreneurs.
2. Write short notes on CEDOK and KSFC?
3. Briefly state objectives of MUDRA and Skill India.
4. Explain the components of easibility analytics.
5. Discuss briefly problems faced by women entrepreneurs with examples.
6. Explain effectuation theory and its principles.
7. Elaborate on start-sups and its different types.

SECTION - B

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

(3×10=30)

8. Elaborate NSIC and SISI with its functions.
9. What are the types of feasibility study? Enumerate feasibility analysis.
10. Explain the formalities of setting up new venture and legal aspects involved.
11. Discuss design thinking and its process.

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SECTION - C

(1×15=15)

12. Compulsory (Case Study) :

EcoPack was founded in early 2023 by a team of three MBA graduates who identified a significant gap in the packaging industry: the need for sustainable and environmentally friendly packaging alternatives to combat plastic pollution. With increasing awareness of environmental issues and government regulations aimed at reducing single-use plastics, the founders decided to cater to businesses looking for sustainable packaging solutions.

EcoPack focuses on creating biodegradable, compostable, and reusable packaging materials for various industries, including food, e-commerce, and retail. Their products include:

- Biodegradable bags and pouches

- Compostable food containers

- Reusable packing solutions for e-commerce

Challenges:

a) Supply Chain Disruption: The founders faced challenges sourcing sustainable materials due to price volatility and availability issues, particularly in the wake of global supply chain disruptions post-COVID- 19.

b) Market Competition: Established companies with strong brand recognition, such as Biopak and Packaging Zebra, posed competition. They had to differentiate themselves through branding and customer education.

c) Funding: Initial funding was limited; they relied on personal savings and a small angel investment. Securing additional funding for scaling operations became critical.

d) Consumer Education: There was a significant need to educate potential customers about the benefits of sustainable packaging and the impact of their choices on the environment.

Strategies Employed

a) Unique Selling Proposition (USP): EcoPack emphasized its commitment to sustainability, transparency in sourcing, and a circular economy model, making it attractive to environmentally conscious businesses.

b) Digital Marketing: The founders utilized social media platforms to create awareness and engaged in content marketing, producing educational materials about the importance of sustainable packaging.

c) Crowdfunding Campaign: To overcome funding challenges, EcoPack launched a crowdfunding campaign on platforms like Kickstarter, successfully raising $200,000 within a month, allowing them to scale production.

d) Customer Feedback Loop: Early adopters were encouraged to provide feedback, which helped refine product offerings and customer service.

Questions:

a) How should EcoPack position itself in the market to effectively complete against established brands?

b) What additional funding strategies could EcoPack explore for future growth?

c) What methods can EcoPack implement to enhance customer education and engagement regarding sustainable packaging?

d) How should EcoPack manage production scalability while ensuring product quality and sustainability?