

Register Number:

M.B.A DEGREE EXAMINATIONS: NOV/DEC 2010

Fourth Trimester

MASTER OF BUSINESS ADMINISTRATION

MBA532: Entrepreneurship Development

Time: Three hours

Maximum Marks: 100

Answer All the Questions:-

PART A (1 x 20= 20 Marks)

1. Case Study

Kiran Mazumdar Shaw is India's first woman Brew Master and the founder director of the Biocon Group. India's first lady biotech entrepreneur, Kiran Mazumdar (Mazumdar) was born and brought up in Bangalore. Mazumdar's childhood ambition was to be a doctor, but when she was unable to get admission in a medical college, she decided to study zoology. After graduation, she was encouraged by her father (who was a brew master) to pursue a career in the science of fermentation. She worked with her father for a few years as a consultant to some breweries in Kolkata, Mumbai and Bangalore. She was on her way to join a brewery in Scotland when a chance meeting with the founder of Biocon Biochemicals (Ireland), Leslie Auchincloss, steered her into a career in business. She started Biocon India in 1978 in a joint venture with the Irish firm. The company was first set up in her garage in Bangalore and later shifted to a rented house in the suburbs of the city. Her Irish partners were willing to help her set up the company but she refused their help as she wanted to build the company totally on her own. In 1980, the company acquired 20 acres of land in Bangalore and shifted operations to the new location. In the late 1970s, biotechnology was unheard of. As a result, it was not easy to obtain funds for the venture. Banks and financial institutions were wary of giving her loans as biotechnology was a new field and was therefore considered "high risk". Being a woman, and one with no business qualification at that, made things even more difficult. Mazumdar also faced problems recruiting people. People were reluctant to work for women entrepreneurs as they doubted their credibility. She soon overcame these problems through dedication and hard work. In 1999, the Biocon Group was formed with the merger of all the companies under Biocon, i.e. Biocon India Ltd (founded 1978), Biochemizymes (founded 1990), Syngene (founded 1994) Biocon Quest (founded 1996) and Helix (founded 1998). Biocon was the first Indian company to get Food and Drug Administration (FDA) approval for the manufacture of fermentation derived molecules for pharmaceutical purposes. In the initial years of the

business, Mazumdar believed in employing more women than men in her company. But she realized that a large number of women eventually succumbed to societal or family pressures and stopped working. She therefore decided to recruit on the competency parameter alone. The ratio of women to men in Biocon was 1.5: 4 in 2002. A lot of key positions were occupied by women, but men were also well represented in the core team. Mazumdar wanted to make Biocon a global bio-therapeutics company which developed innovative and proprietary products and technologies.

- a) Explain the entrepreneurial competence from the given case
- b) Discuss that business insight was not the only privilege of those who held graduate degrees in business.

PART B (10 x 2 = 20 Marks)

2. What is an Enterprise?
3. Mention the different features of an Entrepreneur
4. What are the types of Entrepreneur?
5. What is Technical feasibility?
6. Define Partnership firm.
7. What is IFCI?
8. What is Venture capital?
9. What are the types of growth strategy?
10. Define Sickness
11. What are the problems faced by women entrepreneur?

PART C (4 x 15 = 60 Marks)

12. (a) What are the environmental and social factors influencing entrepreneurship?

(OR)

- (b) Explain the various types of growth strategy?

13. (a) Explain the essential qualities needed for a successful entrepreneur?

(OR)

- (b) How are project classified? What are the guidelines for formulating projects?

14. (a) Entrepreneurs are born and not made' Substantiate your answer with appropriate examples

(OR)

(b) Explain the various financial and development institutions.

15. (a) Explain the contributing factors for sickness in the small scale sector and popular Preventive measures

(OR)

(b) What are the importance of project planning and control? How it is done?
