PVP24

Code No: **24BA2T6**

I MBA - II Semester – Regular / Supplementary Examinations
JULY 2026

ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MODELS

Duration: 3 Hours — Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.
2. Part-A contains 5 essay questions with an internal choice from each unit. Each Question carries 12 marks.
3. Part-B contains one Case Study for 10 Marks.
4. All parts of Question paper must be answered in one place

BL – Blooms Level — CO – Course Outcome

PART - A

			BL	CO	Max. Marks
UNIT – I					
1.	a)	Compare the functions of an entrepreneur in a small business versus a large corporation.	L4	CO1	6 M
	b)	Assess the importance of leadership in entrepreneurial success.	L4	CO1	6 M
OR					
2.	a)	Identify the role of technological advancements in promoting entrepreneurship.	L3	CO1	6 M
	b)	Differentiate the internal and external factors affecting entrepreneurship.	L2	CO1	6 M
UNIT – II					
3.	a)	Identify the impact of poor financial planning on a company’s growth.	L3	CO2	6 M

	b)	Differentiate about short-term and long-term financial planning.	L3	CO2	6 M
		OR			
4.	a)	Interpret the role of financial planning in ensuring business sustainability.	L3	CO2	6 M
	b)	Illustrate the effectiveness of budgeting as a financial planning tool for successful entrepreneurship.	L3	CO2	6 M
		UNIT-III			
5.	a)	Explain how an ineffective business model can lead to business failure.	L4	CO3	6 M
	b)	Assess the importance of innovation in business model design.	L4	CO3	6 M
		OR			
6.	a)	How would you apply customer segmentation in developing a business model?	L3	CO3	6 M
	b)	Analyze the strengths and weaknesses of a subscription-based business model.	L4	CO3	6 M
		UNIT – IV			
7.	a)	Apply the concept of profit maximization to a small business scenario.	L3	CO4	6 M
	b)	Evaluate the impact of high operational costs on a company's profitability.	L4	CO4	6 M
		OR			
8.	a)	Compare tangible and intangible resources in terms of their VRISA potential.	L4	CO4	6 M
	b)	Analyse how a company's failure to leverage its rare resources can impact competitiveness.	L4	CO4	6 M

UNIT – V					
9.	a)	How would you apply the core value of "continuous improvement" in a manufacturing company?	L3	CO5	6 M
	b)	Differentiate the relationship between core values and employee engagement.	L4	CO5	6 M
		OR			
10.	a)	Analyze the role of customer focus in the Baldrige Excellence Framework.	L4	CO5	6 M
	b)	Assess the effectiveness of the CII-EXIM model of India in driving innovation.	L4	CO5	6 M

PART – B

11.	**CASE STUDY**	L5	CO5	10 M

Medicare Hospital, a mid-sized healthcare provider, faced challenges in patient satisfaction, operational efficiency and employee engagement. To address these issues, the hospital adopted the Baldrige Excellence Framework, focusing on leadership, strategic planning and customer engagement. Over two years, the hospital implemented a performance measurement system, improved communication channels and invested in staff training. As a result, patient satisfaction scores increased by 30%, employee turnover reduced by 15%, and the hospital's operational efficiency improved significantly. However, leadership is now facing challenges in sustaining these improvements and ensuring continuous innovation in patient care.

Questions:

i) What key criteria of the Baldrige Excellence Framework did Medicare Hospital focus on?

ii) How did the implementation of the framework improve Medicare Hospital’s performance?

iii) What challenges might the hospital face in maintaining excellence over the long term?

iv) What additional strategies could the hospital implement to ensure continuous improvement?