

School of Business

MBA
ETE - Jun 2023

Time : 3 Hours

Marks : 50

Sem II - MBDS6004 - Entrepreneurship

*Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary*

1. Identify any three components, you consider important for considering Market feasibility Report. K2 CO3 (2)
2. Explain the concepts of an entrepreneur. K2 CO1 (2)
3. Describe how firms can properly prepare for growth. K2 CO5 (2)
4. Explain the problems of business start-ups without the IPRs K1 CO4 (2)
5. Explain what is the significance of Innovation in entrepreneurship? K2 CO2 (2)
6. Discuss the Business Model Innovation. Support your answer with examples K4 CO5 (6)
7. Identify the different Sources of Innovation. Explain briefly and support your answer K4 CO2 (5)
8. Illustrate the components of an Entrepreneur mind required for growth. K3 CO1 (5)
9. Identify the External sources of Finance – funds raised other than internal sources K4 CO3 (8)
10. Discuss the importance of Founders Agreement. Give examples from Indian Market to support your answer. K5 CO5 (8)
11. Emergency, Now Just a Call Away K5 CO4 (8)

Once Sweta Mangal, CEO & co-founder, Dial 1298, finished her masters in the US, she decided to return back to India. While she was in Tata AIG Life, her friend Shaffi Mather approached her with an idea, one that could result in saving lives of people in Mumbai. The idea was to start an Ambulance Service in Mumbai modeled around 911 of the US and 999 of the UK. "I found the idea very interesting and decided to be a part of it. With limited resources, I along with four other friends founded the Dial 1298 for Ambulance service in Mumbai. The service started with ten ambulances in May 2005 and today, has 70 ambulances operating in Mumbai and Kerala," express Mangal. With their unique business model, Dial 1298 has become a case study at many foreign universities. Emergency medical services is an inherently loss making proposition worldwide to operate as a commercial venture but the 1298 ambulance project, with its unique model, has been operating for last four years on self-sustainable basis while providing universal access in case of emergency. "We have been recognized for the cross subsidy model, has been operating for last four years now. As part of this recognition, Dial 1298 for Ambulance has been made a case study at Harvard Business School University of Michigan : Rose Business School. It has also been made a project study at Yale, NYU, Oxford, Stanford Princeton and LSE," informs Mangal adding, "The experience has been very motivating for us ; it makes us feel students from the above universities visit us to understand the model and have also discussed with us ways and means of scaling up the service. The whole process of becoming a case study has been truly motivating ; knowing that top universities are teaching what we have built gives us immense amount of confidence not only in our work, but also in ourselves. Mangal adds that though they did face a few challenges in the beginning, today they are highly satisfied and are pushing themselves to do better so that they can inspire more to follow their passion.

Indian Entrepreneurs are making waves throughout the world ; their ideas, technical knowledge and entrepreneurial skills have yielded unprecedented growth in income, employment and wealth. Their case studies are in fact now being studied at top universities across the globe.

Questions :

- a) How the above Entrepreneurs proceed with their innovations?
- b) What promoted these Entrepreneurs to initiate their Enterprises?