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**II Semester M.B.A. Degree Examination, December 2022  
(CBCS) (2018-19 Scheme)  
MANAGEMENT**

**Paper – 2.3 : Entrepreneurship and Ethics**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions, **each** carries **5** marks. **(5×5=25)**

1. Discuss the growth and importance of entrepreneurship in India.
2. Write a short note on analyzing business opportunities.
3. Explain the difference between a feasibility study and a business plan.
4. Write a note on Franchise and its advantages for entrepreneurs.
5. Differentiate between IPR, copyrights, patents with suitable examples.
6. Identify the most potential business ideas that emerged post pandemic period in India.
7. Discuss the importance of ethics in entrepreneurship.

**SECTION – B**

Answer **any three** questions, **each** carries **10** marks. **(10×3=30)**

8. Describe the essential components of a business plan using an illustration.
9. Explain the various dimensions of a feasibility analysis.
10. Explain the steps involved in setting up of a business venture.
11. How can social entrepreneurship contribute to development ? Give examples of successful social ventures from India and their impact on society.

P.T.O.



## SECTION – C

**Compulsory Question.****(15x1=15)****12. Amrutam – The Ayurvedic Opportunity unfolds**

Founded in 2006, Amrutam is an ayurvedic health and personal care brand that was running into losses until 2016. Its founder, Ashok Gupta, who was working as a distributor for various pharma companies, was finding it hard to keep the business afloat until his children Agnim Gupta and Stuti Gupta decided to step in.

What restarted in August 2017 by getting one order a month has now grown to receive 4,000 orders per month, with a revenue of more than Rs. 2 crore. The company also claims to have witnessed a 250 percent jump in revenue in FY 21.

Agnim and Stuti revamped Amrutam and rebranded its products. From supplying herbal medicines to medical stores and doctors, Amrutam started selling premium personal as well as healthcare OTC products online, through their website, and directly to the consumers (D2C). They also repackaged the products and labelled them differently.

The brand has around 1,000 SKUs, and Stuti claims it differentiates from its competitors in the healthcare category by offering Ayurvedic malts.

- 1) Discuss the attractiveness of Ayurveda as a potential business opportunity.
- 2) For the products offered by the company identify the target segment and a marketing plan to reach the target segment. How did Fanatics become popular for sports fans ?
- 3) What other strategies you suggest to Amrutam to scale up their Ayurvedic venture ?