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SEAT No. :

PE-5870

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M.B.A.

ABM 618 MJ : AGRI ENTREPRENEURSHIP AND STARTUP MANAGEMENT

(2024 Pattern) (Semseter - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Each question carries 10 marks.*
4) *Justify your answer with suitable examples & diagrams.*

Q1) **Answer the following (Any Five)** **[10]**

a) Define Rural Entrepreneurship.

b) Mention any two natural resources available in India.

c) State any two objectives of Rural Entrepreneurship.

d) List two barriers to Entrepreneurship in rural India.

e) What is Public Private Partnership (PPP).

f) Define startup management.

g) What is meant by a startup team.

h) What is Bootstraping. Explain?

Q2) **Answer any 2 out of 3 :** **[10]**

a) Discuss the role of government in Training Programs in promoting rural Entrepreneurship.

b) Explain Importance of team building in startup management.

c) Describe key operational challenges faced by rural startups in India.

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Q3) **Write or Answer any One of below:** **[10]**

a) Analyze skills sets and natural resources available in rural India for Entrepreneural Development.

b) Suggest suitable solutions and How to overcome the major barriers to rural entrepreneurship.

Q4) **Write or Answer any One of below:** **[10]**

a) Describe the process of building a startup team and designing an spective organizational structure.

b) Explain how marketing strategies can be more profitable for rural market with suitable examples.

Q5) **Write or Answer any One of below:** **[10]**

a) Analyze the role of government grants and microfinance in startup funding.

b) Evaluate the role of IPR tratics in protecting the global innovations.

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