

Roll No.

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Total No. of Questions : 06

MBA (PIT) (Sem.-4)

Subject Code : MBA-402

M.Code : 75070

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTION-B consists of FOUR questions each carrying TEN marks each and student has to attempt ALL questions.**
3. **SECTION-C is consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

- 1. Write short notes on :**
- a) Psychological theory of entrepreneurship
 - b) Ethical entrepreneurship
 - c) Social responsibility of entrepreneur
 - d) Environmental analysis
 - e) Financial analysis
 - f) Objectives of venture capital

SECTION-B

2. *“Entrepreneurship is a attempt to create value through recognition of business opportunity”*. Explain the statement. Also state the various types of entrepreneurship.
3. Explain the concept of project management. State the various sources of project idea generation.
4. *“The choice of appropriate or relevant technology is a very crucial decision as it is bound to have long term and lasting impact on future of enterprise”*. Comment on the statement.
5. Discuss about the various significant entrepreneurial skills. Also state the entrepreneurial decision process.

SECTION-C

Case Study :

6. Entrepreneur Anita Roddick founded The Body Shop in 1976, by opening a small shop in Brighton where she established a position in the market for nature based beauty products with minimum packaging.

The business grew rapidly from one small shop in Brighton on the South Coast of England with only approximately 25 hand mixed products on sale to a universal network of more than 1500 shops. Franchising allowed for quick growth and expansion of the enterprise on an international level as hundreds of industrialists from all over the world were inspired by Anita Roddick's idea.

According to her, a business should not be all about making profits, rather it should be environmental friendly. According to these principles she established a position in the market for beauty products which were environmental friendly in nature and required minimal packing.

CSR strategies employed by "The Body Shop" are incorporated in its corporate philosophy (values and issues): defending human rights and protecting the planet, for example the company is strictly against animal testing, supporting human rights organizations like the Red Cross and fair trade via selecting natural ingredients and minimal packaging for the products.

The Body Shop's CSR strategies can be viewed through its products and processes in terms of community trade: people in poor regions can trade their products and in this manner they will be utilised and the people can make money out of the trade and meet their basic needs and requirements. This way The Body Shop supports environmental groups, gets involved in socially responsible actions so people living in poor regions can make their living. The Body Shop's advertisements (through web and store based surveys) are unique and promote socially positive messages: "*Fight for a better world*" and "*Love your body*".

Questions :

- a) Identify and define the four levels of Corporate Social Responsibility (CSR).
- b) Apply these four levels of CSR to The Body Shop (provide an example for each level).
- c) Explain the benefits to The Body Shop of being socially responsible (provide an example of each benefit).

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.