

comprehensive set of livelihood promotion service which includes Financial Inclusion Services (FINS), Agricultural/Business Development Services (Ag/BDS) and Institutional Development Services (IDS) to rural poor households under one umbrella. The holding company of BASIX group is called Bharatiya Samrudhi Investments and Consulting Services (BASICS) which started operation in 1996 as India's first "new generation livelihood promotion institution". BASIX has initiated single-window provision of comprehensive financial services to poor under the Business Correspondent framework. Due to regulatory restrictions, it was not possible to provide savings and remittance service to poor. But later it created a good popularity in the rural areas of India.

Questions:

- (a) Emphasize the role of BASIX micro finance Ltd in rural villages of India.
- (b) Is this a right way to provide the livelihood to the rural India by BASIX? Justify its entrepreneurial ability.

MBEP 3003

M.B.A. DEGREE EXAMINATION, MAY 2026.

Third Semester

Common Elective

ENTREPRENEURSHIP AND START-UPS

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

.SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Identify the functions of Entrepreneurs for developing a country.
2. Evaluate the scope of Entrepreneurship in India.
3. Appraise the features of EDP for promoting entrepreneurs.
4. Discover the issues in implementing EDP.
5. Inspect the methods available for developing a business idea in this digital world.

6. Ascertain the essential requirements for entrepreneurial success in rural areas.
7. Predict the challenges faced by entrepreneurs in technology up-gradation of their business.
8. Sketch the sources of recruitment available for entrepreneur for their newly started company.

SECTION B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Analyse the various types of Entrepreneurs.
10. Elaborate the procedure for analyzing the risk while starting a business.
11. Categorise the external forces affecting entrepreneurship development.
12. Evaluate the role of government in promoting entrepreneurship
13. Elaborate the components for writing a business plan.
14. Describe the role of SIDBI and DIC in promoting start-up micro enterprises.

15. Estimate the symptoms and consequences of industrial sickness.
16. Suggest the suitable methods of pricing to the entrepreneur in introduction stage of business.

SECTION C — (1 × 15 = 15 marks)

Answer the following.

17. Case Study (Compulsory)

BASIX is a livelihood promotion institution established in 1996, working with over a 3.5 million customers, over 90% being rural poor households and about 10% urban slums dwellers. BASIX works in 17 states i.e. Andhra Pradesh, Karnataka, Odisha, Jharkhand, Maharashtra, Madhya Pradesh, Tamilnadu, Rajasthan, Bihar, Chhatisgarh, West Bengal, Delhi, Uttarakhnad, Sikkim, Meghalaya, Assam and Gujarat, 223 districts and over 39,251 villages. It has a staff of over 10,000 of which 80% are based in small towns and villages. BASIX mission is to promote a large number of sustainable livelihoods, including for the rural poor and women, through the provision of financial services and technical assistance in an integrated manner. BASIX will strive to yield a competitive rate of return to its investors so as to be able to access mainstream capital and human resources on a continuous basis. BASIX strategy is to provide a