



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – AUGUST 2025

MANAGEMENT- II SEMESTER MBA

24MBA23- ENTREPRENEURSHIP & ETHICS

Time: 3 Hours

Max. Marks: 70

Instruction: Answer should be written completely in English.

SECTION – A

Answer any FIVE questions. Each question carries FIVE marks.

(5x5=25)

1. Mention any four benefits of entrepreneurship.
2. Mention any four challenges faced by new venture startups
3. List common errors found in business plan formulation.
4. Explain patents with 2 examples
5. Mention any five characteristics of a social entrepreneur.
6. Define Business Ethics. Why is it important in modern business
7. Explain the purpose of financial feasibility in project planning

SECTION – B

Answer any THREE questions. Each question carries TEN marks.

(3x10=30)

8. Explain the importance of entrepreneurship in economic development
9. Discuss the common challenges and risks faced by entrepreneurs when launching a new venture.
10. Write a detailed note on Partnership Firm – its formation, advantages, and limitations.
11. Discuss the arguments in favor of and against business ethics in competitive markets

SECTION – C

Compulsory question (Case study). The question carries FIFTEEN marks. (1x15=

12. Ravi launched a health drink start-up that claimed to boost immunity. Though the product was effective, he exaggerated the benefits in advertisements to gain quick market traction. Some customers began reporting minor side effects, and a few complaints reached social media.



Questions:

- Q1. What ethical issues are present in Ravi's marketing strategy?
- Q2. How should Ravi redesign his strategy to be both effective and ethically responsible?

