



# 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?



Dr. P. S. S. S.