

**School of Business****Master of Business Administration MBA Dual Specialization  
Semester End Examination - Jul 2024**

Duration : 180 Minutes  
Max Marks : 100

**Sem II - D1PK206T / MBDS6004- Entrepreneurship**General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain what types of ownership structures would you recommend for an entrepreneurial firm aiming to maximize flexibility and control over its operations? Provide real-world examples or case studies to support your recommendations and highlight the advantages and disadvantages of the ownership structure in the context of entrepreneurship. K5(5)
- 2) Explain how organizations can use environmental analysis to identify opportunities and threats, anticipate changes in their operating environments, and adapt their strategies accordingly. K3(6)
- 3) Startups require a special kind of creativity: Radical innovation. Examine , how can creativity help in coming up with radical innovation. support your answer by citing a radical innovation by any sector. K4(8)
- 4) Purchase intent helps you make efficient decisions across other areas of your business. For example, if you have a rough estimate of whether and how much your customers are willing to buy in the immediate to near future, you'll be able to predict your inventory, minimize waste and optimize costs by understanding purchase intent Examine the concept of buying intention survey , and what does it accomplish. K4(8)
- 5) The pursuit of growth is a key endeavor of all types of firms, but it is particularly important for SMEs. From a managerial perspective, growing SMEs face a wide range of challenges .Identify as an entrepreneur how you will face the challenges that successful growing firms might face as they expand. K3(9)
- 6) Creativity refers to the essential source of inventiveness and can lead to the formation of new firms and to make improvements in existing products of the company to become more efficient and competitive in the marketplace. A blend of creativity and technology in the activities of entrepreneurship to commercialize the idea related to products and services is helpful to strengthen the entrepreneurship. Create a business plan with the help of the K3(9)

- creative process , identify how the blend of creativity and technology help the new era of entrepreneur.
- 7) Explain the critical components and steps involved in conducting a market feasibility analysis for a new business venture? Discuss the importance of market research, customer validation, competitive analysis, and market trends in assessing the viability and potential success of the proposed business idea. K5(10)
- 8) Explain the term competitive intelligence? Why is it important for firms to collect intelligence about their competitors? Identify three sources of competitive intelligence. K4(12)
- 9) Each stage requires a different strategy on the part of an entrepreneur, particularly keeping in view the product or service under consideration and the type of market considerations that prevail. Consider a company providing IT solutions to the healthcare industry. Propose concrete strategies for its growth in different phases of growth. K5(15)
- 10) Case Study: Amazon's Growth Strategy K6(18)
- Introduction:
- Amazon, founded by Jeff Bezos in 1994 as an online bookstore, has evolved into one of the world's largest and most influential technology companies. Its growth trajectory has been marked by innovative strategies and relentless focus on customer satisfaction. This case study explores Amazon's key growth strategies and their impact on the company's success.
- Background
- Amazon started with a simple mission: to be the "earth's most customer-centric company." From its humble beginnings as an online bookstore, it rapidly expanded its product offerings to include a wide range of items, from electronics and apparel to groceries and streaming services. Amazon's commitment to innovation, efficiency, and customer convenience has propelled its growth and dominance in the e-commerce industry.
- Growth Strategies:
1. Diversification:

Amazon's diversification strategy involves expanding into new product categories and industries. It acquired companies like Zappos (an online shoe retailer), Whole Foods Market (a grocery chain), and Ring (a home security company) to broaden its offerings and reach new customer segments.
  2. Market Penetration

Amazon aggressively pursues market penetration by continuously lowering prices, offering discounts, and providing value-added services like Amazon Prime. This strategy aims to attract more customers and increase their spending on the platform.
  3. Vertical Integration:

Amazon vertically integrates its operations by controlling various aspects of the supply chain, from manufacturing and distribution to retail and delivery. This allows the company to optimize efficiency, reduce costs, and maintain control over the customer experience.
  4. Investment in Technology:

Amazon heavily invests in technology and innovation to enhance its services and develop new capabilities. Initiatives like Amazon

Web Services (AWS), Kindle e-readers, and Alexa-powered devices demonstrate the company's commitment to technological advancement.

#### 5. International Expansion:

Amazon has aggressively expanded its presence beyond the United States, entering new markets across the globe. Through acquisitions, partnerships, and localized strategies, Amazon adapts its offerings to meet the unique needs and preferences of international customers.

Impact:

Amazon's growth strategies have yielded significant results:

- Market Dominance: Amazon is the largest e-commerce retailer in the world, with a market share that far surpasses its competitors.
- Revenue Growth: Amazon's revenue continues to soar, driven by increasing customer demand and expansion into new markets and industries.
- Customer Loyalty: Amazon's relentless focus on customer satisfaction has earned it a loyal customer base that continues to grow.

Answer the following questions-

1. Discuss how has Amazon's focus on customer-centricity contributed to its growth and success? (5 marks)
2. Estimate the potential risks and challenges associated with Amazon's diversification strategy? (5 marks)
3. Discuss How does Amazon's vertical integration impact its competitive advantage and operational efficiency? (5 marks)
4. Estimate what lessons can other companies learn from Amazon's approach to international expansion? (3 marks)