

Code No: E5301**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA – III Semester Examinations, February -2012****ENTREPRENEURSHIP AND GOOD GOVERNANCE****Time: 3hours****Max. Marks: 60**

Answer any five questions
All questions carry equal marks

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1. Compulsory

“Capitalize on the opportunities and make the best out of it“. This is the tarak mantra that an entrepreneur should follow. If you are an entrepreneur, it starts with your ability to recognize opportunities. Next you will need research skills to figure out whether you have uncovered a viable opportunity as well as the ability to create an innovative idea. Once you are all fired up with your idea, you will need to communicate your vision to prospective partners and investors.

With reference to the above para:

- a) Explain ‘ability to perceive and preserve basic ideas’ as a factor in the process of sensing opportunities.
 - b) Explain first mover advantage and disadvantage with example of solar lights & Heaters.
2. “Big fish eats Small fish”. Explain the precautions/strategies an entrepreneur should take to counter defensive and offensive strategies of the competitors.
3. Discuss the role of NGO’s and government in helping companies to attain its CSR objectives. Give Examples.
- 4.a) Explain various legal requirements to be followed by an entrepreneur to protect his/her inventions.
- b) Explain what you understand by Shadow Economy.
- 5.a) Discuss corporate climate audit.
- b) Discuss Indian model of corporate governance.
6. What is the role of OECD in building effective corporate governance?
“CSR is not just planting trees and replanting the same or adopting a village for the sake of it.” What else?
- 7.a) What are the steps taken by CII in enhancing good governance in Indian corporates?
- b) Discuss GE Moore’s philosophy.
8. With one example for each write short notes on
- i) Ethics followed in advertisements
 - ii) Values and culture
 - iii) Concept of Ethical investing
