Roll No._____

Total No. of Printed Pages: 2

Total No. of Questions :   7

Maximum Marks :100 Marks

Duration (hrs.) :3 Hours

Section , if any : -

Note : Note: Q1 would be compulsory and would carry 20 Marks

In addition to Q1, there would be six questions. Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks . Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1. Analyze the following case and answer the questions below: (20Marks)

Preeti and Radhika were very close friends since school days, accompanying each other not only to the library but also to Health Gym every evening.

In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not coincidental that both matched each other's capability in every respect. It was during one such occasion that if emerged that both of them had a common pursuit of setting down with a venture associated with health fitness. Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporate were promoting health consciousness in their employees, offering gymnasium membership or housing fitness centres within the premises.

Preeti and Radhika have now started putting their hands together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counselled that a fitness centre with a beauty salon along with a facility for stress Management could be the right combination.

However, it was apparent that the project would involve a capital outlay of less than Rupees 1.5 to 2 crores. Fortunately Preeti has almost been offered a place by her uncle at Andheri in his new residential building on lease and family and relatives may arrange a maximum of Rupees 75 lakhs. Balance would have to be raised from other sources.

You are now required to help Preeti and Radhika to address the following area:

(a) How to prepare a business plan for their idea?

(b) Explain Schumpeter's theory & McClelland theory?

(c) How can they carryout opportunity scouting?

(d) Design a marketing strategy for the venture?

Q2) Write short notes on: Any two from (a) or (b) or (c) ----------- (5x2) = 10 Marks

   a) Entrepreneurship & Intrapreneurship (5)

   b) Project Leader's Mantra (5)

   c) Decision-making Styles & Structure(5)

Q3) Explain in short :Any two from (a) or (b) or (c) ----------- (5x2) = 10 Marks

   a   The qualities of a successful Entrepreneur (5)
   b   The decision-making model in entrepreneurship. (5)
   c   Essentials of a good business plan. (5)

Q4) Any two from (a) or (b) or (c) ----------- (5x2) = 10 Marks

   a) Explain in short 6 thinking hats. (5)
   b) What are the methods of generating creative alternatives(5)
   c) Explain the Risk & Innovation relation with respect to entrepreneurship(5)

Q5) Any two from (a) or (b) or (c) ----------- (5x2) = 10 Marks

   a) What are the steps in Problem Solving (5)
   b) Explain the contribution of David McClelland with regard to entrepreneurship. (5)
   c) Explain the Reasons for growth and failure of entrepreneurship(5)

Q6) Any two from (a) or (b) or (c) ----------- (5x2) = 10 Marks

   a) Explain in short Decision making continuum (5)
   b) Explain in short Brainstorming technique (5)
   c) Explain in short Personality of an Entrepreneur (5)

Q7) Any two from (a) or (b) or (c) ----------- (5x2) = 10 Marks

   a   Explain the concept and importance of outsourcing in Indian economy. (5)
   b   Explain Lateral Thinking
   c   Explain business creativity& innovation framework (BCIF)

All The Best

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