

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2023-25)**  
**Second Semester Regular Examination April 2024**

<b>Course Name:</b>	Entrepreneurship Management	<b>Course Code</b>	<b>C212</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60</b>		
<b>Total No. of Questions</b>	6	<b>Duration</b>	<b>3 Hours</b>		
<b>Total No. of printed pages</b>	2	<b>Date</b>	25-04-2024		
<b>Course Outcome Statements:</b>					
CO1. RECALL Concepts of Entrepreneur, Entrepreneurship, and Enterprise					
CO2. UNDERSTAND the frameworks and key concepts in entrepreneurship management.					
CO3. APPLY the model of the entrepreneurial process for new venture development					
CO4. ANALYSE the entrepreneurial environment, legal framework, and expansion strategies.					
CO5. EVALUATE various types of entrepreneurship (social, opportunity, techno, intra & women) and suitable routes to start a business					
<b>Instructions: -</b>			<b>Marks</b>	<b>BL</b>	<b>CO</b>
<b>Q. No 1</b> (All Questions are Compulsory)					
<b>Q. No.</b>		<b>Questions</b>			
<b>Q. 1</b>		<b>Case/Case-let Study</b>			
		<p>Mr Sameer is an electronic engineer and technology expert on sensors and auto control technology. He is working with one global MNC and having few innovations, patents in his name. His technology is being used in various sectors like automobile, heavy industries and other various industries. Government agencies, including agricultural ministry is also using his in product supplied by his company. Mr Sameer's inclination was always towards becoming entrepreneur in his last 10 years of his working.</p> <p>Mr. Sameer's technology is already being used in various sectors and by government agencies; serves as a form of market validation. It indicates that there is demand for his solutions and that they have been proven effective in real-world applications.</p> <p>He wanted to contribute his effort towards the social calls. His target is to start his enterprise in next six months.</p> <p>Mr. Sameer's target of starting his enterprise within the next six months presents both opportunities and challenges. While a shorter timeline can create a sense of urgency and momentum, it also requires careful planning, resource allocation, and execution to meet deadlines and launch successfully. Mr. Sameer may need to prioritize key tasks such as market research, product development, legal considerations, and fundraising to ensure a smooth transition into entrepreneurship within the desired timeframe.</p>			
	<b>a.</b>	<b>Analyze</b> appropriate funding options available for his start-up.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	<b>Recommend</b> a suitable type of entrepreneurship to Mr Samir with justification.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>

<b>Q. 2</b>		Answer <b>Any one</b> from the following.			
		Cafe India is fast growing modern cafeteria chain house having 8 COCO (company-owned company operated) outlets in major metros of India since 2020. The company has quickly become popular in India & it wanted to expand its reach rapidly.			
	<b>a.</b>	<b>Evaluate</b> suitable business expansion strategy for Café India.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>
	<b>b.</b>	<b>Justify</b> a suitable quick route to market for business expansion.	<b>6</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q. 3</b>		Answer <b>Any one</b> from the following.			
	<b>a.</b>	Globally renowned Electric car manufacturing company Tesla E.V is evaluating to launch its manufacturing facility in India. <b>Analyze</b> the benefits that Tesla as well as India can get under the Make In India initiative.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	<b>Analyze</b> the procedures and precautions that must have been considered by Mr. Mukesh Ambani while inducting the succession plan for the next generation (Akash, Anant, and Isha) into the Reliance Business empire given its family business governance approach.	<b>6</b>	<b>Level 4</b>	<b>CO4</b>
<b>Q. 4</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	<b>Identify</b> the benefits of the Digital India campaign (launched in 2015) for the Banking and Retail Sector during the Covid pandemic period & post-pandemic period to India & its citizens.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
	<b>b.</b>	An entrepreneur successful in selling industrial products wish to launch new range of office automation products. <b>Build</b> suitable Entrepreneurial process for this launch.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
	<b>c.</b>	<b>Make use of</b> the PESTLE study for starting a new dairy product industry.	<b>6</b>	<b>Level 3</b>	<b>CO3</b>
<b>Q. 5</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	<b>Compare</b> between intrapreneur and entrepreneur.	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
	<b>b.</b>	<b>Explain</b> the different traits of an entrepreneur. Demonstrate its importance in Entrepreneurial success with suitable examples.	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
	<b>c.</b>	<b>Illustrate</b> with an example of the concept of technopreneurship.	<b>6</b>	<b>Level 2</b>	<b>CO2</b>
<b>Q. 6</b>		Answer <b>Any two</b> from the following.			
	<b>a.</b>	<b>Define</b> creativity, innovation, and entrepreneurship.	<b>6</b>	<b>Level 1</b>	<b>CO1</b>
	<b>b.</b>	<b>What</b> is venture capital? And what are the types of venture capital funding?	<b>6</b>	<b>Level 1</b>	<b>CO1</b>
	<b>c.</b>	<b>What</b> is Woman entrepreneurship and recall successful stories of Woman Entrepreneurship	<b>6</b>	<b>Level 1</b>	<b>CO1</b>