

MMS-II

28.04.2010.

MPS02

Managerial Process Skills.

Roll No. :

Total No. of Printed Pages : Three

Total No. of Questions : Six

Maximum Marks : 60

Duration (Hrs) : 3 Hrs

Note:

1. Question No 1 is compulsory.
2. Answer any four from Q2 to Q6.
3. Assume suitable data, if required.

**Q1. Read the following case studies of two womens and answer the following questions.** **20 Marks**

**Case 1:** Saraswathi Devi, 42 years old residing at Kadapa town of Andhra Pradesh. Her father was an agriculturist whereas her mother is a housewife, and one of her sisters engaged in sarees business. She studied upto Intermediate, married to a teacher and is blessed with two children who stay with her. Saraswathi Devi is very hard working, intelligent and has good leadership qualities. She maintains good relations with people and has good production and service skills. Even at a very young age, when she was at 6th or 7th standard, whenever she was short of pocket money, she used to prepare different types of hair pins with coloured threads and by selling these hairpins, she made extra money.

After marriage, when she did the bridal make up to her cousin, it is praised by every one and this appreciation motivated her to acquire more skills by doing beautician course. Thus she developed a business idea to open a beauty parlour. Her paternal uncle who is well educated, encouraged her very much not only in the way of convincing her family members but also in providing financial support to start beauty parlour.

The main reason which influenced Saraswathi Devi to start business is to supplement her family income, give good life to her children and above all she had an urge to do business. All these triggered her to exploit her skills and opportunities in the immediate environment. Eventhough initially her family members including her husband discouraged her but after looking at her interest and enthusiasm, they gave green signal. Satisfied with her success they encouraged her and now they support her by doing almost all household work and looking after the children etc.

Her business hours are from 9.00 a.m. to 9.00 p.m. In this regard, in her own words, "I am very much thankful to my husband and inlaws for their support, otherwise it is almost impossible for me to devote this much time. I am not only the first lady in starting a beauty parlour in Kadapa town, but also a leading beautician earning Rs. 25,000/- p.m.

Noted for her performance, Saraswathi Devi is honoured by getting the trainees for beautician course under government programme. She feels her decision to start business is wise, since her family responsibilities have been almost completed and she can continue in the business as long as she likes.

## Case 2:

Bhagyalakshmi, 33 years old belongs to Proddutur, Kadapa district of Andhra Pradesh. Her father is running a provision store. She studied upto 6th class. She married to a person 11 years back who engaged in the business of Sofa covers repairs, sales, etc., she belonged to nuclear family and gave birth to two children who are residing with her.

Bhagyalakshmi has very good interest in business. In her own words, "I like to do business and earn for my satisfaction". Before, her marriage she used to earn her pocket money by weaving and sale of wire baskets to friends, relatives, neighbours and others. She also helped her father in his business apart from helping her mother in all kinds of household work. She is intelligent, hard working and has good human relation skills.

In talk with Bhagyalakshmi, one can find the entrepreneurial qualities prominent in her. She has a strong desire to do business. After marriage, Bhagyalakshmi wanted to start business, but was discouraged by her husband, in-laws and relatives. Meanwhile she gave birth to two children and spent her time in looking after children but she continued to take some orders of wire baskets occasionally. At one time, she wanted to continue basket making for sales, but she had difficulties in marketing them. As the children are growing, Bhagyalakshmi again felt the desire of starting a business due to increased leisure time.

She noticed that there is no petty shop in her locality and also there is demand for such a shop as there is a convent school close to her house, which motivated Bhagyalakshmi to start a "petty shop" which includes mostly the items required for children like chocolates, biscuits, notebooks and also other things of general use like shampoos, match boxes, betel leaves etc.

Surprisingly her grand mother started encouraging her to start business, while her mother discouraged her because Bhagyalakshmi's husband didn't like the idea of starting business. She started with her own investment of RS. 200/-. She felt starting this type of business is risk free and more profitable. As her husband and relatives restricted her from opening a shop she started it in the home in a small shelf, which is generally overlooked by many customers except from few regular customers.

She is getting low profits, less demand for the items sold due to low investment and advertisement problems. Despite the lack of support from the family, she is able to venture, which indicated her intense entrepreneurial desire. She does all the domestic work in addition to managing the petty shop. She expressed that without family support "It is very difficult for a woman to start and sustain in business".

(Source: Womens and support systems, N Rajani and D. Sarada)

### Answer following Questions :

- a. Discuss the various similarities and differences, you found in case of above two lady entrepreneurs - Bhagyalakshmi and Saraswathi Devi.
- b. List the motivational factors that attracts womens to start business venture and the problems faced by women entrepreneurs.
- c. What do you mean by support systems. Explain its importance in development of Entrepreneurship.
- d. What are the various support measure adopted by Indian Government to help entrepreneurs time to time.

Q2 Explain the term Entrepreneurship and entrepreneur. Discuss the key characteristics of an entrepreneur. **10 Marks**

Q3. What is meant by Intrapreneur? How will you distinguish intrapreneur from entrepreneur? **10 Marks**

Q4. "Innovation is an Essence of Entrepreneurship". Do you agree with this statement. Discuss the various method of generating new ideas. **10 Marks**

Q5. Write short notes on (Any Two) **10 Marks**  
Lateral Thinking  
Analytical Skills  
Creative Problem Solving

Q6. You are having a brilliant idea for starting your own business. Because of limited availability of funds you are required to approach bank for financial support. Bank ask you to prepare Project Proposal. Give the formate of Business Plan and discuss which are the important factors that should be included in your Business Plan / Proposal **10 Marks**

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