

MPS02

Roll No. _____
Total No. of Questions : _____
Duration (hrs.) :3hrs
Section , if any :No

Total No. of Printed Pages:2
Maximum Marks : 60 Marks

Note : Q1 Compulsory & Attempt any 4 from Q2 to Q7 (each has 3 option attempt any 2)

Q1) Case Study: Compulsory

(20 Marks)

Sangeeta Shah and Neela Chitre 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 others capability in every respect. It was during one such occasion that it emerged that both of them had a common pursuit of setting down with adventure 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 a fitness centre within the premises.

Sangeeta and Neela 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 counseled that a fitness centre with a beauty saloon 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 Rs. 1.5 to 2 crores. Fortunately Sangeeta 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 Rs. 75 lakhs. Balance would have to be raised from other sources.

Analyse the case and answer the following questions:

You are now required to help Sangeeta and Neela to address the following area:

- How to prepare a business plan for their idea?
- What sources of finance can they explore?
- How can they carryout staffing of their venture?
- Design a marketing strategy for the venture.

Q 2) Answer any 2 questions of the following: (2 X 5 = 10Marks)

- Innovation
- Entrepreneurship Leadership qualities
- Franchising & Outsourcing

Q3) Answer any 2 questions of the following: (2 X 5 = 10Marks)

- Explain decision-making model
- Decision Structure Continuum
- Explain the potential advantages and disadvantages of using group decision making

Q4) Answer any 2 questions of the following: (2 X 5 = 10Marks)

- (a) Explain decision-making Style
- (b) Explain 3 stages in the creative process
- (c) Explain Project Leader Mantra

Q5) Answer any 2 questions of the following: (2 X 5 = 10Marks)

- (a) Explain methods of generating creative idea
- (b) Explain different E-Commerce Business Models
- (c) Explain the Psychological View of Schumpeter's & Mc Clelland

Q6) Answer any 2 questions of the following: (2 X 5 = 10Marks)

- (a) Explain Personality of Entrepreneurs
- (b) Explain Personality of Intrapreneur
- (c) Explain difference of Intrapreneur & Entrepreneurs

Q7) Answer any 2 questions of the following: (2 X 5 = 10Marks))

- (a) White & Red Hat
- (b) Black & Yellow Hat
- (c) Green & Blue Hat

*****ALL THE BEST*****