

ENM 04

Roll No.

Total No. of Printed Pages: 4

Total No. of Questions : 8 + 2 = 10 Qs.

Maximum Marks : 30 Marks + 30 = 60

Duration (hrs.) : 3 hrs.

Section : SECTION I

Note : Each section to be solved on SEPARATE
Answer Book.

Below are the following questions: Attempt Any 6 questions - 5 Marks Each

(30 Marks)

Q1) Define and give the difference between entrepreneur, intrapreneur and traditional manager

Q 2) Explain in Detail the reasons for growth and failure of entrepreneurship

Q 3) "Entrepreneurship is the process of creating wealth." Explain

Q4) Explain the Factors influencing entrepreneurial development and motivation.

Q5) Explain the role of Entrepreneurial Development Programme (EDP) to manage the problems faced by entrepreneurs.

Q6) Explain the concept, meaning and definition of entrepreneur and entrepreneurship.

Q7) "entrepreneurs are agents of change". How do entrepreneurs bring about such a change?

Q8) What is the importance of entrepreneurship in a developing country like India?

Section-II

Note : 1 Question one is Compulsory.

2 Write any two from the remaining.

3 Each question carry 10 marks.

4 Draw the necessary diagrams.

Question 1 Case Study :-SUCCESSFUL WOMEN ENTREPRENEURS

Shri Mahila Griha Udyog Lijjat Papad (SMGULP)

The entrepreneurial success of SMGULP is noteworthy. SMGULP was a cooperative system in which women over the age of 18 could become members. Starting humbly, with an initial capital of Rs 80, borrowed from a local money lender and social worker, SMGULP grew phenomenally. In 2002, it had a turnover of Rs 3 billion and exports worth Rs.100 million. It employed 42,000 people in 62 divisions all over the country.

SMGULP was the brain child of seven semi-literate Gujarati housewives, who started a venture to create a sustainable livelihood using the only skill they had—cooking. The seven women were Jaswantiben Jamnadas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N. Tanna, Laguben Amritlar Gokani, Jayaben V. Vithalani, and one more lady whose name is not known. These women did not know what entrepreneurship was; neither did they envisage the proportions their small business venture would grow to. All they wanted was to do something worthwhile with their time and help supplement their family income.

In March 1959, this group of women borrowed Rs 80 from Chaganlal Karamsi Parekh, a member of the Servants of India Society and a social worker. With this capital, they started making papads and selling them to a merchant known to them. Gradually the business grew and its membership increased. Within three months there were about 25 women making papads. Soon the women bought some equipment for the business, like utensils, cupboards, stoves, etc. During the first year, the women had to stop production during the rainy season as the rains would prevent the drying of the papads. The next year, they solved the problem by buying a cot and a stove. The papads were kept on the cot and the stove below the cot so that the process of drying could take place in spite of the rains. By the end of the first six months, they were able to reward themselves with half a gram of gold each from the profit they had made.

The group got considerable publicity through word-of-mouth and articles in vernacular newspapers. This publicity helped it increase its membership. By the second year of its formation, 100 to 150 women had joined the group, and by the end of the third year more than 300 women were rolling papads. In 1962, the name Lijjat was chosen by the group for its products. The organization was named Shri Mahila Griha Udyog Lijjat Papad. By 1962-63, its annual sales of papads touched Rs.0.18 million. In July 1966, SMGULP was registered as a society under the Societies Registration Act 1860.

In September 1966, it was formally recognized as a unit belonging to the 'processing of cereals and pulses industry group' under the Khadi and Village Industries Act. It was also recognized as a "village industry" by the Khadi and Village Industries Commission (KVIC) In 1966, SMGULP was granted a working capital of Rs. 0.8 million by KVIC and was allowed certain tax exemptions. It was also registered under the Bombay Public Trusts Act, 1950, as a Public Trust. In 1966, SMGULP evolved into a formal organization and the member sisters adopted the first written constitution. The logo chosen read, "Symbol of Women's Strength". Only women could become members; men could not become members of the organization and did not have any ownership rights. Men working in SMGULP provided only functional support.

Questions :

- 1 Discuss the success story of the Women Entrepreneur Jaswantiben Popat.**
- 2 Examine the Strategies implemented by the Lijjat Papad Company.**
- 3 Write your views about Women Entrepreneurs.**

Question 2 : Write any two from the remaining

- 1 What are the Problems of an entrepreneur and how he / she will overcome it ?**
- 2 Discuss the Steps of the Business Plan .**
- 3 Examine the role of an entrepreneur while establishing the New Venture.**