

MMS-IV

Entrepreneurship Management

20/3/10

EPM 04

26-03-2013.

Roll No:

Total No. of Printed Pages: 2

Total Number of Questions: 8 (Eight)

Maximum Marks: 60

Note: All Questions carry equal marks

Question Number 1 & 2 are Compulsory

Answer any 4 from Question Number 3 to 8 carrying equal marks.

Q1. Case

Geralda Crasto was only 21 when she joined Palm Beach Resorts as a food and beverages (F&B) helper. She had just graduated from one of the premium catering colleges in the city. She was young, energetic and possessed a pleasant disposition. Due to her experimenting nature she was not very successful with her F&B. However, when one of her managers tried her out in guest relations, she was an instant hit. From then on there was no looking back for her. She soon rose to the position of a Banquets Manager. Even as a Banquets Manager she loved the Kitchen section. She felt like cooking. Many a times she went to the Kitchen of one of the Palm Beach Resort Restaurants and experimented. Many a times she was successful, or this is what her Kitchen staff often told her. She was enjoying every bit her life. Unfortunately for her this was to be her glass ceiling. Due to a catering educational background not many in the Palm Beach Resorts Management thought that she could take up hardcore marketing assignments. Geralda was unhappy. She felt stifled. Her stagnation in position was making her feel truncated. She decided to go independent.

Over the years, being single, she had gathered enough money. Moreover, her father was a successful businessman and would love to fund any of his only daughter's ventures. Also being in guest relations, Geralda herself knew a lot of influential people. On the other hand, Geralda Crasto was now 30. She had to seriously contemplate marriage due to parental pressures. Her rise at Palm Beach Resorts was meteoric, which implied that she was not used to serious failure. Besides Geralda wondered what kind of a start-up could she design to suit her needs?

Questions:

- (a) Should Geralda Crasto go independent?
- (b) Should Geralda follow her heart (F&B) or head (Guest relations)?
- (c) If Geralda decides to take up Guest relations what kind of a start-up do you suggest?
- (d) If Geralda decides to take up F&B what kind of a start-up do you suggest?

Q2. Explain the following concepts

1. Acquisition
2. Franchising
3. Managerial competence
4. Venture capital.
5. Entrepreneurship Culture

Q3. Explain the term Entrepreneurship. Detail the nature and scope of Entrepreneurship in India

Q4. Government and Institutional support for women entrepreneurs is not enough as well as not well implemented. In the light of this discuss the growth of women entrepreneurship in India.

Q5. Discuss in reference to the following statement – ‘Diversification and expansion is the need for a business to grow’.

Q6. “Developing countries need imitative, humble entrepreneurs rather than innovative entrepreneurs”. Support your views giving reasons and examples.

Q7. As a potential entrepreneur, how would you construct a business plan to satisfy your banker?

Q8. Short Notes

1. Rewards and motivation of an entrepreneur
2. Entrepreneur Vs Entrepreneurship
3. Male versus Female Entrepreneurship
4. Challenges of SSI
5. Requirement and arrangement of Finance

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