

Entrepreneurship

Answer

22/3/14

MMS-IV

EPM 04

22.03-2014

Entrepreneurship Management

Roll No.

Total No. of Printed Pages: 02

Total No. of Questions : 7

Maximum Marks : 60

Duration (hrs.) : 3 Hours

Note: Q1 would be compulsory and would carry 20 Marks

In addition to Q1, there would be six questions. Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks . Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1) Case Study (20 Marks)(Compulsory)

Mrs. Renugupta was an intelligent, creative and energetic woman. In spite of being an M.sc in chemistry, she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met American who was interested in artificial jewelers. She got that jewellery done through local artisans and then showed them to the American fiestomer, who was highly appreciative. Later on few arrangements were made and Renu managed to get few orders from the Americans.

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides jewellery, she tried her hand in cane furniture also. She discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well. Through observations, direct interactions with the customers and reading she formed practical ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell out in domestic as well as in global markets. Later on, she stopped taking part in exhibitions and thus did not allow anyone to see her designs. Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.

Case questions:-

- Identify the working environment of Renugupta. (5)
- Identify the advantages of Renugupta as a woman entrepreneur. (5)
- Explain joseph schumpeter's theories of entrepreneurship. (5)
- Explain joseph speter drucker's theories of entrepreneurship.. (5)

Q2) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What do you mean by the term Entrepreneur & Intrapreneurship (5)
- b) Explain in short Innovation (5)
- c) Explain in short Franchising (5)

Q3) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Explain the qualities of a successful Entrepreneur (5)
- b) Explain the factors that influencing entrepreneurial development. (5)
- c) Define and explain the essentials of a good business plan. (5)

Q4) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Discuss the financial assistance provided by the various institution and the government agencies to small entrepreneurs. (5)
- b) What are the methods of Idea generation (5)
- c) Explain the Risk & Innovation relation with respect to entrepreneurship (5)

Q5) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) What are the steps in setting up a small unit (5)
- b) Explain the contribution David McClelland with regard to entrepreneurship. (5)
- c) Explain the Reasons for growth and failure of entrepreneurship (5)

Q6) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Explain in short Environmental Scanning (5)
- b) Explain in short Brainstorming technique (5)
- c) Explain in short Business Incubator (5)

Q7) Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a) Explain Policy Perspectives in India to promote Entrepreneurship
- b) Explain Analysis of Business Opportunities scouting
- c) Explain Personality of an Entrepreneur

*****All The Best*****