

VPM's
DR VN BRIMS, Thane
Programme: MMS (2018-20)
Second Semester Examination April 2019

Subject	Entrepreneurship Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	26.04.2019

	Instructions:-	Marks
	<ul style="list-style-type: none"> • Q. No 1 is compulsory. • Attempt Any Four from the Remaining Six Questions. • Figures to the right indicate marks in full. 	
Q. 1	Case/Case-let Study (500-800 words)	20
	<p>M & M Co. is a small scale company. It manufactures nuts and bolts in Delhi. This company was started in 2009 and in a span of around ten years, company was able to reap good profits. The investment in plant and machinery was within the definition of small scale enterprise of MSME Act. The company wanted to invest another 4 crore of rupees in plant and machinery and produce articles with latest machinery. But in the process, the company would cross the prescribed investment limit in plant and machinery for small scale enterprises. The investment limit in plant and machinery is already defined in the MSME Act 2006 (not to refer amendment bill 2018). The owners of the company thought of a novel idea. They floated another small scale company with the name T & T Co. The place of the work for T & T Co. was absolute adjoining M & M Co. The owners of M & M Co. thought that this way they would continue getting benefits from the government of India which are prescribed for small scale enterprises. The owners of M & M Co. started with T & T Co. only on papers and used the new machinery for M & M Co. only.</p> <p>Questions :</p> <ol style="list-style-type: none"> a. Are the owners of M & M Co. justified in starting another small scale company T & T Co.? b. Will M & M Co. and T & T Co. both get benefits from government (which are entitled for small scale enterprises) within the definition of small scale enterprises? Explain. c. Could M & M Co. maintain competitive advantage without opening T & T Co.? Explain. 	
Q. 2	Answer Any two from the following.	5x2 = 10
	a. Identify the need of social entrepreneurship in India.	
	b Determine the various steps involved in setting up of an enterprise.	
	c. Explain the role of an entrepreneurship in economic development.	
Q. 3	Answer Any two from the following.	5x2= 10
	a. Discuss various obstacles faced by women entrepreneurs.	
	b 'Environmental scanning should provide inputs for strategic decision making' Analyse the statement with help of suitable example(s).	
	c. Determine the role and contribution of women entrepreneurs in India.	

Q. 4	Answer Any two from the following.	5x2 = 10
	a. Compare the terms 'Entrepreneurship' and 'Intrapreneurship'.	
	b. Analyse the role of creativity and innovation in entrepreneurship.	
	c. Investigate the reasons behind increasing involvement of hired managers in spite of family owner run traditional models.	
Q. 5	Answer Any two from the following.	5x2 = 10
	a. What is an Angel Investor, and how does it differ from professional venture capitalist?	
	b. Categorise the steps involved in Product Life Cycle.	
	c. Judge the intent of Government focusing on startup culture in the nation.	
Q. 6	Answer Any two from the following.	5x2 = 10
	a. Justify the reasons, why do firms usually finance intangible assets with equity rather than with debts?	
	b. Formulate a generic legal frame work chart for starting a business in India.	
	c. Explain Technopreneurship in the light of Digital India Campaign.	
Q. 7	Answer Any two from the following	5x2 = 10
	a. Discuss the financial schemes offered by banks in India for the growth and development of entrepreneurship.	
	b. 'Entrepreneurship is not everyone's cup of tea' Critically analyse the statement.	
	c. Separate the quick start routes to entrepreneurship.	