

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2022-24)**  
**Second Semester Regular Examination September 2023**

<b>Course Name:</b>	Entrepreneurship Management	<b>Course Code</b>	<b>C212</b>
<b>Roll No.</b>		<b>Marks</b>	<b>60</b>
<b>Total No. of Questions</b>	6	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	2	<b>Date</b>	<b>16-09-2023</b>

**Course Outcome Statements:**

**CO1:** RECALL Concepts of Entrepreneur, Entrepreneurship, and Enterprise

**CO2.** UNDERSTANDING the linkage between creativity, innovation, and entrepreneurship.

**CO3.** APPLY the entrepreneurial process for new venture development

**CO4.** ANALYSE the entrepreneurial environment and legal framework.

**CO5.** EVALUATE various types of entrepreneurships (social, opportunity, and women) and suitable routes to start a business

**Instructions: -**

**Q. No 1** (All Questions are Compulsory)

<b>Q. No.</b>	<b>Questions</b>	<b>Marks</b>	<b>BL</b>	<b>CO</b>
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<b>Q. 1</b>	<b>Case/Case-let Study</b>			
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Mr. Suresh Patil was working with the Chennai based Air craft maintenance company for quite some time. Sometime before his retirement, he was required to travel a distance of around 160 km from Nasik to Ahmednagar to make a visit. The condition of roads was not very good and also due to the traffic on that road, being a state highway, he took more than Five (5) hours to reach the factory premises of one of his friends there. The first thing upon reaching there, he was questioned by his friend 'why do not you do something to reduce the time for such a small travel?' Mr. Suresh Patil had never thought on this problem.

At the end of the day, it was decided that after his retirement, he would stay in Nasik, become a director of the Company at Ahmednagar and would be traveling at least once a week on this road. he was now forced to think on this problem, for now it was his problem.

To him it was not just onetime problem but a recurring one once he settles in Nasik. After his return to his office headquarters in Kolkata and resuming office, he could not drive the problem from his mind out.

He thought if he could find some solution to this problem, it would be welcome by all such cities in the country. He then started writing to surface transport ministry and sought a reply on whether "the ministry has thought over this issue any time". He however received the standard reply after three months that the matter was under consideration.

Mr. Patil could not stop there was thus wrote to some of his friends at major cities in the country to know the seriousness of the road traffic congestion there. He was surprised when he received the replies. His opinion is that after ten years the problem would be very alarming one was confirmed. Mr. Patil had a strong vision and therefore the only solution for all these road congestions he thought was the use of 'Air taxi service'.

Exactly one year before his official retirement, he came to Nasik on a three-month leave. As soon as he reached here, he started his discussions and meetings with some of his friends. He decided to start the work on the formation of a company to produce small air crafts that would be used for 'Air taxi' service between some of the nearby industrially developing towns, in the near future. Some like-minded people also agreed with the seriousness of the problem and the need for such a unique

		<p>service. This was the first ever effort by an individual to think of manufacturing of aircraft in the private sector.</p> <p>By December 2020, the application was through, and permission was granted to start the company to undertake the production of small air crafts having a capacity of 10 and 12 seats each, in technical collaboration with HAL Nasik and a reputed Italian company, which was a pioneer in that line. After almost one year the official share issue of this company was floated and it was subscribed fully. It appeared that the public also agreed with the great vision that Mr. Patil had.</p> <p>A basic study showed that Bangalore was the ideal place to start the manufacture of aircraft. Accordingly, the purchase of land and other formalities were completed. Technical collaboration and maintenance agreements were also through. The company is fast progressing and presently undertakes the maintenance of the existing aircraft in the country.</p>			
	a.	Analyze the feasibility and viability of the business of Air-taxi services between cities.	6	Level 4	CO4
	b.	Evaluate the most suitable expansion strategies for the new venture of Air-taxi services proposed by technopreneur Mr. Patil.	6	Level 5	CO5
<b>Q. 2</b>		Answer <b>Any one</b> from the following.			
	a.	Assess the legal framework for starting a new organization in the e-commerce industry.	6	Level 5	CO5
	b.	Evaluate opportunities and problems faced by entrepreneurs while judging one of the 'quick start routes of the businesses' for the retail industry.	6	Level 5	CO5
<b>Q. 3</b>		Answer <b>Any one</b> from the following.			
	a.	Analyze the macro environment (PEST) for one of the leading corporations TATA, which has acquired online healthcare platform 1mg through strategic acquisition.	6	Level 4	CO4
	b.	Analyse alternative funding sources for electric scooter manufacturers to achieve their growth plans	6	Level 4	CO4
<b>Q. 4</b>		Answer <b>Any two</b> from the following.			
	a.	A corporate entrepreneur is thinking of the idea to launch a new range of ready-to-cook food products in his current organization established as a supplier of Agri-Produce to different industries, <b>Construct</b> an Entrepreneurial Process for this new launch.	6	Level 3	CO3
	b.	If you wish to launch a new start-up, identify the benefits of Make in India & Digital India Campaign which will help you in your business.	6	Level 3	CO3
	c.	Apply the process of leadership succession for a family business of a famous Spices (Masala) manufacturer.	6	Level 3	CO3
<b>Q. 5</b>		Answer <b>Any two</b> from the following.			
	a.	Explain Joseph Schumpeter's and Peter Drucker's views on Entrepreneurs.	6	Level 2	CO2
	b.	Illustrate the significance of the study of the Entrepreneurial Environment.	6	Level 2	CO2
	c.	Compare between social entrepreneur and technological entrepreneur	6	Level 2	CO2
<b>Q. 6</b>		Answer <b>Any two</b> from the following.			
	a.	What are the various schemes offered by different support institutions to promote entrepreneurship development?	6	Level 1	CO1
	b.	List different Traits and essential skills discussed by several management thinkers for an entrepreneur.	6	Level 1	CO1
	c.	What are the similarities and differences between Managers and Entrepreneurs	6	Level 1	CO1