

MBA III Semester Supplementary Examinations May 2018  
**ENTREPRENEURSHIP DEVELOPMENT**  
(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

**PART – A**

(Answer the following: (05 X 10 = 50 Marks))

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- 1 Explain the nature and forms of entrepreneurship.  
**OR**
- 2 Explain the importance of entrepreneurship in Indian economy.  
**OR**
- 3 What are the financial aspects of the entrepreneurship? Explain.  
**OR**
- 4 Explain the informal agencies in financing entrepreneurs.  
**OR**
- 5 What is project planning and explain the project life cycle briefly?  
**OR**
- 6 Explain the project proposal and report preparation.  
**OR**
- 7 Explain imitation strategies and managing newness in entrepreneurship world.  
**OR**
- 8 Explain the environmental instability and first-mover disadvantages.  
**OR**
- 9 What are the promotional efforts supporting women entrepreneurs in India?  
**OR**
- 10 Explain the successful cases of women entrepreneurs in India.

**PART – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

**Retail entrepreneurship development in India: A case study of big bazaar**

The Indian retail industry has strong linkages with the economic growth and development of the economy. India is one of the largest emerging markets. It is one of the largest economies in the world in terms of purchasing power. Retailing in India is at an emerging stage of its evolution. Organized retailing has become more popular in big cities in India and most of the metropolitan cities and other big cities are flooded by modern organized retail stores. Many semi-rural areas have also witnessed entry of such organized retail outlets. Indian retail industry is currently estimated at US\$ 490 billion. India's retail market is expected to touch a whopping Rs 47 trillion (US\$ 782.23 billion) by 2016-17, expanding at a compounded annual growth rate (CAGR) of 15 percent, according to a study by a leading industrial body. The total organized retail supply in 2013 stood at approximately 4.7 million square feet (sq.ft), witnessing a strong year-on-year (y-o-y) growth of about 78 percent over the total mass supply of 2.5 million sq.ft in 2012. The foreign direct investment (FDI) inflows in single-brand retail trading during the period April 2000-January 2014 stood at US\$ 98.66 million. Retailing as a whole contributes almost 14-15% of India's GDP and employs almost 8% of India's employable population.

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Big Bazaar is credited with bringing organized mega retailing to India. The project was conceived as a uniquely Indian hypermarket in a format that combined the look, touch and feel of Indian bazaars with the comfort, convenience and quality that modern retailing brings. Launched in August 2001, Big Bazaar has now become the iconic destination of modern retailing for all sections of Indian consumers. There are more than hundred Big Bazaar stores in big cities as well as smaller towns like Sangli, Durgapur, Panipat, Palakkad, Ambala, Meerut, Kolhapur and Haldia. Attracting over 100 million customers every year, it has democratized shopping in India and become synonymous with great promotions that offer quality products at affordable prices. This typical Big Bazaar store offers over 1,60,000 products across categories like apparel, general.

**Questions:**

- (a) What are the entrepreneurial opportunities you can find in retail sector in India?
- (b) How organized retailing has become more popular in big cities in India?
- (c) How Big Bazaar retail store would retain its business in today's competitive world among retail firms?

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