

Code: 17E00303

MBA III Semester Supplementary Examinations October 2020

ENTREPRENEURSHIP DEVELOPMENT

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Point out the nine Socio-Economic origins of entrepreneurship and explain it in detail.
OR
- 2 Discuss about the environmental factors affecting entrepreneurship.
- 3 What is NBMSME? What are the salient features and functions of NBMSME?
OR
- 4 Explain the role of SIDCO in the entrepreneurial development in Tamil Nadu.
- 5 What do you understand by a 'Project'? What are its objectives?
OR
- 6 What is project identification? Explain the internal and external constraints in project identification.
- 7 Define micro, small and medium enterprises. How does the new definition differ from the old one?
OR
- 8 Examine the role of Credit Guarantee Fund Trust for Micro, Small Enterprises in the development of MSMEs in India.
- 9 Discuss the scope of women entrepreneurs and List out the challenges faced by women entrepreneurs.
OR
- 10 Discuss about the institutions supporting women entrepreneurs.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Role of Basic Micro Financial Ltd in Entrepreneurship Development

BASIX is a livelihood promotion institution established in 1996, working with over a 3.5 million customers, over 90% being rural poor households and about 10% urban slums dwellers. BASIX works in 17 states i.e. Andhra Pradesh, Karnataka, Odisha, Jharkhand, Maharashtra, Madhya Pradesh, Tamilnadu, Rajasthan, Bihar, Chhattisgarh, West Bengal, Delhi, Uttarakhand, Sikkim, Meghalaya, Assam and Gujrat, 223 districts and over 39,251 villages. It has a staff of over 10,000 of which 80% are based in small towns and villages. BASIX mission is to promote a large number of sustainable livelihoods, including for the rural poor and women, through the provision of financial services and technical assistance in an integrated manner. BASIX will strive to yield a competitive rate of return to its investors so as to be able to access mainstream capital and human resources on a continuous basis.

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BASIX strategy is to provide a comprehensive set of livelihood promotion service which includes Financial Inclusion Services (FINS), Agricultural/Business Development Services (Ag/BDS) and Institutional Development Services (IDS) to rural poor households under one umbrella. The holding company of BASIX group is called Bharatiya Samrudhi Investments and Consulting Services (BASICS) which started operation in 1996 as India's first "new generation livelihood promotion institution". BASIX has initiated single-window provision of comprehensive financial services to poor under the Business Correspondent framework. Due to regulatory restrictions, it was not possible to provide savings and remittance service to poor. But later it created a good popularity in the rural areas of India.

Questions:

- (a) Emphasize the role of BASIX micro finance Ltd in rural villages of India
- (b) Is this a right way to provide the livelihood to the rural India by BASIX? Justify its entrepreneurial ability.

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MBA III Semester Regular & Supplementary Examinations November/December 2019

ENTREPRENEURSHIP DEVELOPMENT

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Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 What is entrepreneurial culture? And explain the stages in the entrepreneurial process.
OR
- 2 Distinguish between entrepreneurial culture and administrative culture.
- 3 Define NABARD, what they are dealing with? And point out the functions of NABARD.
OR
- 4 Explain the role of TCOs in entrepreneurial development.
- 5 Discuss the various phases of project life cycle.
OR
- 6 What is feasibility analysis? Describe its main phases.
- 7 Examine the role of small and medium enterprises in Indian economic development.
OR
- 8 What new initiatives SIDBI has taken for the development of MSME sector?
- 9 Discuss about rural industrialization.
OR
- 10 What is NGO? What are the roles and responsibilities of NGO?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Govinda has been in his own plumbing business for the past three years. He is now thirty-three old, married to Sharada, and has two children, aged nine and six. He lives on the outskirts of the city in a home that he and Sharada built themselves, just after they got married, twelve years ago. The home is a large one built on a hectare of land, but has modest mortgage that dates back to the beginning of his business. Prior to starting his business, he was a master plumber with a large firm. Due to recession in the firm, he was laid off and took various domestic plumbing jobs to make ends meet. Finally, three years ago, he made the breakthrough and started his own full time business. It was a bit slow in the beginning, but he now has more business than he can handle and is starting to complain about not having enough time for the holidays during summer. He owns all his equipment, including a new van for business. His net income this year was Rs. 2,50,000.

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When talking with Govinda, it soon becomes evident that he had to find new benefit plans to replace the ones provided by the union and he was uncertain how much he could earn. He says he is extremely fortunate to have the assistance of Sharada who acts as the office manager handing bills, dealing with some of the needs of the customers, etc. He was quite unsure about the specialty he should work in, but has found that the repeat business from satisfied house builders has kept him very busy. His chief complaint right now is trying to get a part time assistant-someone who would be available when needed and who could be trusted to do a reliable job. He puts in a long day on the job and then finds that then he comes home he has to again attend to the paperwork of work scheduling, bidding on new projects, payroll and reporting to the tax department, etc. He says, 'at times I do not know why I got into this. But then, when I think about it, there is something that keeps me going....'

Questions:

- (a) What are the main traits and skills that got Govinda into his own business and also served to keep him in it?
- (b) What is your opinion of Govinda's level of commitment of his plumbing business?
- (c) Did Govinda start his full-time business on the basis of the need that house builders had for his services, or on the basis that he needed a larger income?

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MBA III Semester Supplementary Examinations May 2019

ENTREPRENEURSHIP DEVELOPMENT

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Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Explain the features, advantages and disadvantages of sole trading and partnership.
OR
- 2 How important is the role of government in promoting entrepreneurship. Support your answer with example.
- 3 Discuss the support provided by National Small Industries Corporation Ltd (NSIC) and the Coir board to small scale industries in the country.
OR
- 4 Discuss the support provided by state level institutions to the entrepreneurs.
- 5 Explain project feasibility analysis in detail.
OR
- 6 Define project report. Enumerate the contents of project report.
- 7 What are the causes of formation of MSME policy in India? How are government organizations supporting them?
OR
- 8 Explain current schemes for MSMEs in India.
- 9 Discuss government of India policy measures to promote Women entrepreneurship in India.
OR
- 10 Explain the role of NGOs in developing rural entrepreneurship.

SECTION – B

(Compulsory Question, 01 X 10 = 10 Marks)

11 **Case study:**

Mr. X is the category manager of a new e-commerce startup www.xyz.com. The company is into the categories of mobile accessories, fashion, furniture and pet food. It is also planning to enter the grocery segment very soon.

X is the category manager for fashion which contributes 8% to the GMV (Gross Merchandise value of the company). The company is targeting aggressive growth for the category and plans to increase the contribution of the fashion category to 12% in the festive months of October-December.

The task before Mr. X is to increase the GMV of the category. While he has an increased promotional budget but he has to ensure that the cost of acquisition comes down by 10% as there is a lot of pressure from investors to control costs. The portal is a marketplace and hence all the merchandise is provided by the 12000 odd sellers on the portal. Out of this only 250 are active sellers whereas the productivity of the remaining sellers is less.

Questions:

- (a) What is the promotions plan (online and offline) that X needs to make so that the desired objective is to make?
- (b) What plans should the category manager make for merchandise, assortment.

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MBA III Semester Regular Examinations November/December 2018

ENTREPRENEURSHIP DEVELOPMENT

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Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Differentiate between an entrepreneur, a manager, an intrepeneur and a corporate entrepreneur with respect to their roles and responsibilities.
OR
- 2 Explain about growth of entrepreneurship in India.
- 3 Discuss the support provided by KVIC and NSIC to small scale industries in the country.
OR
- 4 Discuss the role of NABARD and SIDBI.
- 5 What is the importance of a project report?
OR
- 6 Explain the concept of project and life cycle of project.
- 7 What do you understand by the MSME policy and also explain which type of agencies are formulating these policies?
OR
- 8 Discuss the role and importance of MSMEs in India.
- 9 What is meant by entrepreneurship development Programme (EDPs)? Explain the need of EDPs.
OR
- 10 Explain the measures taken by government of India for developing rural entrepreneurship in the country.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

Suppose you are a sales manager of an organization. Explain how the analysis of demand contributes to business decision making, in the light of the responsibilities of a sales manager.
