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)

1. Explain the nature and forms of entrepreneurship.
   OR

2. Explain the importance of entrepreneurship in Indian economy.

3. What are the financial aspects of the entrepreneurship? Explain.
   OR

4. Explain the informal agencies in financing entrepreneurs.

5. What is project planning and explain the project life cycle briefly?
   OR

6. Explain the project proposal and report preparation.

7. Explain imitation strategies and managing newness in entrepreneurship world.
   OR

8. Explain the environmental instability and first-mover disadvantages.

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 economics 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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PART – A
(Answer the following: (05 X 10 = 50 Marks)

1. Explain entrepreneur’s competencies and entrepreneurial scenario in India.
2. Write the role of government in the promotion of entrepreneur.
3. What is the source of capital? Explain the differences between seed capital and venture capital.
4. Explain the types of investors and private offerings.
5. Explain the concept of project and project proposal for entrepreneurship development.
6. Explain the project planning and feasibility study in present business world.
7. Explain the generation of new entry opportunity and entrepreneurial strategy.
8. Explain the market scope strategy and risk reduction strategies.
9. Explain women and rural entrepreneurship and EDPs in India.
10. Explain the role of NGOs and organizing EDPs.

PART – B
(Compulsory question, 01 X 10 = 10 Marks)

11. Case Study:
Women entrepreneurship in India: A case study of Jaishree Kabra of Kothari Silk:
A lot of adapted analogue of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as: “a force that mobilizes added assets to accommodate unmet bazaar demand”, the adeptness to actualize and body something from about nothing”, “the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity”. This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advance ante and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adeptness arrest entrepreneurship.

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Women entrepreneurs have a tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree’s dynamic and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that none of their designs are ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises of sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar kameez dupatta set). Women are now proving to the world that their role in the society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree’s design studio, a part of Kothari Silk Mills.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur’s time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in an entrepreneurship with clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and appropriate environment.

Questions:

(a) Elucidate the details of women’s entrepreneurship possible outcomes of this case.
(b) What will be the reasons behind the entrepreneurial development in case of present study?
(c) Suppose if you are the women entrepreneur, explain the role played by you for the economic development.

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MBA III Semester Supplementary Examinations May 2017  
ENTREPRENEURSHIP DEVELOPMENT  
(For students admitted in 2014 & 2015 only)

Time: 3 hours                                     Max. Marks: 60

All questions carry equal marks

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SECTION – A

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

1. Who is called as an entrepreneur? What are its functions?

   OR

2. Evaluate the role of Govt. in promoting entrepreneurs in India.

3. What is meant by idea generation? What factors are influencing idea generation?

   OR

4. Outline the sources of capital available to entrepreneurs in India.

5. What are the stages involved in feasibility study of a project report.

   OR

6. Examine the process involved in preparation of project report.

7. Explain about the imitation strategies which are being followed by entrepreneurs. Give one example.

   OR

8. What are the factors influencing new entry opportunities of entrepreneurs.

9. Examine the need for organizing EDP programmes for women entrepreneurs in India.

   OR

10. Explain the promotional activities taken by the Govt. towards development of 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, Uttarakhnad, 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. 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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1. Define ‘Entrepreneur’. What are the qualities of a successful entrepreneur?

2. Critically examine the role of Govt. in the promotion of entrepreneurship in India.

3. What are the sources of finance available to entrepreneurs in India?

4. Do you support the informal agencies in financing entrepreneurs in India? Give reasons.

5. What precautions are required in preparing project report?

6. What is meant by project life cycle? Explain with an example.

7. Explain in detail about risk reduction strategies being followed by entrepreneurs.

8. What is meant by uncertainty? Explain how decisions are taken under uncertainty.

9. Explain the process involved in evaluation of entrepreneurship development programmes.

10. Cutline the promotional activities taken by the Govt. in promoting women entrepreneurs.

11. Case Study:

   It is not often acknowledged that Rai Bahadur Mohan Singh Oberoi, 100, chairman of an empire of 29 hotels spanning most of the world’s landmass is also the man who pioneered India as a brand, way back when it was only a bazaar of begging bowls and exotica. At 90, he looked back in something close to awe and said, “I often wonder how I did it”.

   Certainly he did not give much of the credit to luck. True, he stood at the right time at the right place to confront his destiny, but this was just physical happenstance. What he did with the situation was amazing for a man from the boondocks of Bhaun, with little education and really not to the manner born.

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Indeed, if anything the Rai Bahadur made his fortune out of calamity. If his father hadn’t died of choera when he was only an infant, his mother would not have returned to the ancestralhow which gave Oberoi the connections and contacts that helped him raise money later to buy his first hotel the Clarke’s Simla. If he hadn’t flunked the interview for his first job as a clerk with the government of India, he would never have made his way to the Simla Mall, gazed in wonderment at the glitter of the Cecil and made up his mind that would work there. If a fatal bug in the water supply, hadn’t laid low Calcutta’s mighty grand hotel. It would never have been up for grabs. Again Oberoi just chanced to hear about it at the Delhi railway station when he was leaving to return to base in Simla. He simply changed his ticket and his direction and went to mint millions out of war-time Calcutta – another catastrophe. Life served his lemons regularly but with even greater regularly did the Rai Bahadur make lemonade.

The story of the Rai Bahadur is all the more impressive because there was nothing in his background to suggest that he would be able to create the world-class ambience and sophistication for which the group is now celebrated, that he would be able to foresee India’s current positioning in the global market, while doffing a deferential hat to history when it was demanded.

For instance, when other hotels were cramming their lobbies with brassbound chests and colonial nostalgia. Oberoi created the first international business hotel, the Oberoi intercontinental in Delhi. However, in the Mena house, Egypt, and the Windsor, Australia, he went extraordinary lengths and expense to produce authenticity to the last detail, including countrywide searches for memories and memorabilia. In order to replicate the flooring in the Windsor, he tracked down the original supplier of the tiles in distant Stoke-on-Trent, England.

Celebrating his 100th birthday last week with his mind almost as clear as it was 50 years ago, perhaps the one philosophy responsible might be his dictum. “I never worry. It clutters the brain. The problem may not happen, and even if it does, worrying will only come in the way of a clear-headed solution”.

Questions:
(i) “Nature and nurture play a key role in entrepreneurship development”. Explain with reference to above case study.
(ii) In your opinion, what are the significant determinants in the making of Shri Oberoi’s entrepreneurial career?
MBA III Semester Regular Examinations January 2016

ENTREPRENEURSHIP DEVELOPMENT
(For students admitted in 2014 only)

Time: 3 hours                                    Max. Marks: 60

All questions carry equal marks

SECTION – A

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

1. Give some examples of the sources of strength of the entrepreneurial movement in different countries.

   OR

2. Identify some of the advantages and disadvantages of being an entrepreneur. Which advantage would be the most important to you? Which disadvantage do you feel is the greatest obstacle?

3. What are the advantages of having a partnership as opposed to a single proprietorship management structure?

   OR

4. What are the initiatives by the government of India in promoting entrepreneurial movement in the country? Discuss particularly in terms of grants and subsidies extended to these ventures.

   OR

5. What is project management? How project management skills will help an entrepreneur?

   OR

6. Prepare a draft project report to be submitted to a venture capital in starting a green electrical bulb project.

   OR

7. What is the difference between the low-entry strategy and the delayed-entry strategy? Which do you believe is best? Why?

   OR

8. Do you think it is possible for a small business to grow quickly and still retain the family atmosphere? Why or why not?

   OR

9. List possible reasons why women-owned businesses are smaller than the average business owned by men.

   OR

10. Identify the advantages and disadvantages that should be considered when starting a home-based business.

SECTION – B

(Compulsory Question)                        01 X 10 = 10 Marks

11. Case study:
Anita Roddick started the body shop in Brighton, England, in 1976. The company was established to sell cosmetics and lotions that were environmentally friendly and were not tested on animals. The company caught the 1980s wave of the growing awareness of ecology and the company grew at a phenomenal rate.

The rapid growth has not been without problems. Many competitors entered the market after seeing the success of the body shop. The body shop, which has always relied on publicity instead of advertising, may now need to change its promotional strategy. In addition, stockholders are not always happy with the company's philosophy of doing good instead of concentrating on profits. Finally, personnel issues have surfaced and the company lost a husband and wife team that was responsible for developing one of the body shop's most successful product lines. Amid all of these problems, Anita admits that running a large, bureaucratic company is like death.

The most common criticism is that the company lacked a plan for the future and had no clear sense of direction in its marketing. By the end of the decade, the company was dramatically restructured, manufacturing was divested, and Roddick took a back seat as a new CEO was brought in. However, Christmas sales in the year 2000 were poor and in the early part of 2001, the company showed a decline in sales when compared to the previous year.

Questions:

(a) In what ways is the body shop experiencing problems similar to those of many rapidly growing companies.

(b) If you were hired as a consultant which problem would you consider most critical.

(c) In what ways could the company innovate radically? Identify some adventurous directions the company might consider.

(d) Why are sales in the united states not increasing when sales in other countries are improving?

(e) What should the body shop do in united states?