

Printed Pages: 7

NMBA-031/MBTM-031

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 2289852

Roll No.

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MBA/MBTM**Regular Theory Examination (Odd Sem - III), 2016 - 17****ENTREPRENEURSHIP DEVELOPMENT***Time : 3 Hours**Max. Marks : 100*

- Note :**
1. The question paper contains three parts.
 2. Figures given at the right margin indicate marks

SECTION - A**(10×2=20)**

1. **Answer all the questions.**
 - a. Distinguish between Entrepreneur Vs Intrapreneurs?
 - b. What are various sources of finance for Entrepreneurs of India?
 - c. Explain the concept of risk taking with respect to entrepreneurship.

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- d. What do you understand by Fabian entrepreneurs?
- e. Define entrepreneurship culture.
- f. Explain the term DIC and EDII.
- g. What are major problems faced by woman entrepreneur of India?
- h. Discuss idea generation techniques?
- i. Explain different forms of ownership.
- j. What do you mean by technical entrepreneur?

SECTION - B

(5×10=50)

2. Answer any Five of the following :

- a. Why is it important for an entrepreneur to possess some characteristics to achieve success in his entrepreneurial ventures?
- b. "Individuals carry out series of activities while pursuing entrepreneurship". Elaborate.
- c. "Feasibility studies are an excellent tool for ensuring the success of a new project". Elaborate the statement.

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- d. What do you mean by venture capital? How is this concept proving to be a boon for entrepreneurial concept?
- e. Define Rural Entrepreneurship? What is the need and importance of this concept in Indian context?
- f. What is the need for providing institutional support to new projects? Which are the various institutions that provide help in this regard?
- g. Define a woman entrepreneur. What role does a woman entrepreneur in development and growth of an economy?
- h. Enumerate the steps involved in creative problem solving.

SECTION - C**(2×15=30)**

When she was eleven years old, Kim Meritt sampled chocolate at a candy store and thought she could do better. She made her own recipe and began selling small candy bars in her hometown of Cumberland, Maryland. The effort was much like that of many youngsters who open lemonade stands to earn a few dollars to spend at the movies; however, people began asking her for more. Using meager profits and her mother's kitchen. Kim began

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making large batches of candy, then designed her own wrappers and developed a commission system for friends who sold chocolate at several schools.

Business was so good that it became an obsession. Kim worked after school, weekends, and holidays, and aside from a brief period when the health department suspended her operations until she could obtain proper permits to cook candy, she made candy by hand until she graduated from high school. At first, she could meet demand without special equipment or sacrificing other activities, but when she provided candy for a school fundraising event, demand exceeded capacity, and Kim found herself buying professional equipment, hiring helpers and purchasing bulk supplies.

Looking back, Kim recalls the obsession, the long hours, and the challenge to learn about business. Always on the initiative, Kim set about placing orders with local stores and developing contracts with dozens of schools and civic organizations. Her business, Kim's Chocolates soon occupied her entire family and closest friends, and she registered the company and set up a chocolate boutique. During her first month, she had 18,000 orders and before graduating from high school, Kim was distributing specially chocolates to retail stores in three states.

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In 1989, at age 21, Kim repositioned her company as a major distributor of specialties candies and began planning a chain of upscale chocolate shops for the 1990s. The chain would compliment her candy manufacturing and distribution system, but it would also mean major changes in her organization. She paused to think about her plans, realizing that to launch a regional or national chain would mean a corporate endeavor. She and her family could not handle all the responsibilities, and the nature of Kim's chocolates would change. This was not a pleasant thought, although the idea of pursuing a major business was exciting.

Reflecting on her business, Kim realized that she had fun and made a great deal of money, but many people considered her success no more than the luck of a personable young lady who made good candies and accidentally stumbled into a few good markets. On the other hand, Kim knew that she had worked extremely hard to attract clients. Most of her customers had not been comfortable buying from a young high school student, and she was seldom taken seriously by customers until they had dealt with her for a long time. Winning over her customers had always been a challenge to Kim, not a roadblock, and creating unusual candies have been a joy, not a job.

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Thinking about her plans, she was not anxious to become a corporate manager, and although she had always worked well with others, Kim liked the feeling of independence. Running a company would mean sacrificing her autonomy, yet the idea of a chain of store selling her specialty candies had been a dream for years. At the same time, expansion would mean financial risk, and Kim had always avoided debt; she dealt in cash and had always carefully calculated her expenses to avoid even the slightest loss. She realized that she was a major crossroad in her young career, and the choice seemed to be whether to follow her dream and expand or to be content with her existing business.

Questions : Attempt any **two** :

3. Take a position regarding the decision facing Kim whether to expand into a chain on stores. Explain your position in terms personal objectives you perceive essential to Kim and in terms of her perceived abilities.
4. Based on what you know about Kim and what you believe her characteristics to be would you say her success was due to launch or persistence? Explain your position and how luck plays a role in any new venture?

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5. Based on the text given above prepare a model Business plan for a new entrepreneur.
