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14 (COM-4) 4026 ENMN

2018

ENTREPRENEURSHIP MANAGEMENT

Paper : 4026/4.17

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer Question Nos. 1, 2 and any four from the rest.

1. Choose the correct option from the following : 1×7

(a) Who among the following is the recipient of (Economic Times) ET Entrepreneur of the year 2017 ?

(i) Bhavish Agarwal

(ii) Y. C. Deveshwar

(iii) Prem Watsa

(iv) Mukesh Ambani.

Contd.

- (b) Which of the following is a speciality privilege for an entrepreneur ?
- (i) Money making
 - (ii) Reputation
 - (iii) Independence
 - (iv) Mobility.
- (c) SHISHTI is the goal of —
- (i) MSME's policy
 - (ii) Skill India policy
 - (iii) Entrepreneurship policy
 - (iv) Science, Technology and Innovation policy.
- (d) Biotech startup firms enjoy the privileges provided by the GOI for a period of :
- (i) 5 years
 - (ii) 7 years
 - (iii) 10 years
 - (iv) 12 years.

(e) What percentage of transport incentive is provided under NEIDS 2017 on air freight of perishable goods ?

(i) 20%

(ii) 25%

(iii) 30%

(iv) 33%.

(f) Who among the following has founded the Self-Employed Women Association of India ?

(i) Indra Krishnamurthy Nooyi

(ii) Arundhati Bhattacharya

(iii) Ela Ramesh Bhatt

(iv) Jaswantiben Popat.

(g) Keep it all is concerned with —

(i) Angel Investors

(ii) Crowdfunding

(iii) Venture Capitalists

(iv) Private Equity Investors.

2. Write short notes on **any five** of the following : 5×5

- (a) Entrepreneurship Policy, 2015
- (b) Global Entrepreneurship Monitor
- (c) Entrepreneurship process
- (d) Feasibility study
- (e) Angel Investor
- (f) Creativity and Entrepreneurship
- (g) Intrapreneurship
- (h) Social Entrepreneurship.

3. What is Innovation ? How is it different from Invention ? Explain *four* drivers of innovation. 2+6+4

Or

Explain critically the various factors that are considered in promotion of business enterprise and also state the essential requisites for successful promotion. 7+5

4. How can an idea be made an opportunity ? Discuss ways to generate business ideas. Explain in this context Six Thinking Hats technique. 2+6+4

Or

Critically analyse status withdrawal theory of E. Hagen and how would you justify the relevance of the theory in the context of overall entrepreneurial development in the country today. 7+5

5. Discuss the role of IIE, MSME-DI and NSIC in the promotion and development of entrepreneurship in India with special reference to NER. 4+4+4

Or

Define MSME according to MSME Act, 2006 and state how the development of MSME may contribute in the development of NER with equity and social justice. 4+8

6. How do you foresee the future of start-up in India ? What are the policy initiatives undertaken by the GOI for the emergence of startup culture in India ? 6+6

Or

What is meant by women entrepreneur ?
Narrate the promotional scheme for women
entrepreneurship in India. What are the
problems encountered by women
entrepreneur ? 4+4+4

7. Give a brief account of North East Venture
Fund and Venture Capital Funds in India.
Outline the process of Venture Capital
Investment in India. 3+4+5

Or

Read the following passage and answer the
questions given below :

When she was 11 years old, Kalyani Mohan
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 home town of interior
Maharashtra. The effort was much like that
of many youngsters who open lemonade
stands to earn a few rupees to spend at the
movie or their entertainments, however,

people began asking for more. Using meagre profits and her mother's kitchen, Kalyani began 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. Kalyani 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 college. At first she could not meet demand without special equipment or sacrificing other activities, but when she provided candy for a school fund raising event, demand exceeded capacity, and Kalyani found herself buying professional equipment, hiring helpers and purchasing bulk supplies.

Looking back Kalyani recalls the obsession, the long hours and challenges to learn about

business. Always on the initiative, Kalyani set about placing orders with local stores and developing contracts with dozens of schools and local organisations. Her business Kalyani's K-chocolates, soon occupied her entire family and close friends and she registered the SSI firm and set up a chocolate store. During her first month, she had 18,000 orders and before graduating from college, Kalyani was distributing speciality chocolates to retail stores nearly three districts of the state.

In 2009, at age 21, Kalyani repositioned her unit as a major distributor of speciality candie and began planning a chain of upscale chocolate shops for the year 2010. The chain would complement the candie manufacturing and distribution system, but would also mean major changes in her organisation. She paused to think about her plans, realising that to launch a regional or national chain would mean a "Corporate Endeavour". She and her family could not handle all the responsibilities and the nature

of K-chocolates would change. This was not a pleasant thought, although the idea of pursuing major business was exciting.

Reflecting on her business, Kalyani realised that she had fun made a great deal of money, but many people considers 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, Kalyani knew that she had worked extremely hard to attract clients. Most of her customers had not seen comfortable buying from a young High school student and she was seldom taken seriously by customers until they dealt with her for long time. Winning over her customers had always been a challenge to Kalyani, not a roadstock, and creating unusual candies had been a joy, not a job.

Thinking about her plans, she was not anxious to become a corporate manager and although she had always worked well with others, Kalyani liked the feeling of

independence. Running a company would mean sacrificing her own autonomy, yet the idea of a chain of stores selling her speciality candies had been a dream of years. At the same time expansion would mean financial risk and Kalyani had always avoided debt, she dealt in cash and had always carefully calculated her expenses to avoid even the slightest loss. She realised that she was at 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 :

1. Identify the entrepreneurial characteristics of Kalyani that describe her as a successful entrepreneur.
2. Take a position regarding the decision taking Kalyani whether to expand into a chain of store. Explain your position clearly why would you support a particular decision ?

3. Based on what you know about Kalyani and what you believe her characteristics to be, would you say her success was due to luck or persistence ? Do you believe luck plays a role in any new venture ? Explain.

4+4+4=12
