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Roll No.

MB-206

M. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, 2021-22

ENTREPRENEURSHIP

Time : 1½ Hours

Maximum Marks : 50

Note : (i) This question paper contains two Sections.

(ii) Both Sections are compulsory.

Section—A

1. Fill in the blanks/True-False : 10×1=10 Marks

- (a) The word 'entrepreneur' is derived from the French verb '.....' it means to undertake.
- (b) Entrepreneur are specialized group of persons who bear and with uncertainties.

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- (c) Entrepreneurs are born. (True/False)
- (d) The is one who undertakes to organize, manage and assume the risks of a business.
- (e) carried out a study on American agriculture and on the basis of his study classified entrepreneurs into four categories.
- (f) First generation entrepreneurs are those entrepreneurs who inherit family business firm and pass it from one generation to other. (True/False)
- (g) 'Intrapreneurship' is also known as Corporate Entrepreneurship. (True/False)
- (h) A is somebody who takes up a pressing social problem and meets it with an innovative or path breaking solution.
- (i) Locus of Control (LoC) is not a managerial competency. (True/False)
- (j) Focus on accomplishing group goals is a need for

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Section—B

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

- (ii) Each question contains three parts (a), (b) and (c). Attempt any *one* part of choice (a) and (b) from each question and part (c) is compulsory of each question.
2. (a) Define Entrepreneurship. Explain the nature and forms of entrepreneurship.

10 Marks (CO1 and CO2)

OR

- (b) Who is called as an entrepreneur ? Explain the role, functions and characteristics of an entrepreneur. 10 Marks (CO1 and CO2)

(c) **Case let/Numerical (Compulsory):**
(CO1 and CO2)

It is not often acknowledged that Rai Bahadur Mohan Singh Oberoi, 100, chairman of an empire of 29 hotels

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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. Indeed, if anything the Rai Bahadur made his fortune out of calamity. If his father hadn't died of cholera when he was only an infant, his mother would not have returned to the ancestral home which gave Oberoi the connections and contacts that helped

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him raise money later to buy his first hotel the Clarke's Shimla. If he hadn't flunked the interview for his first job as clerk with the government of India, he would never have made his way to the Shimla Mall, gazed in wonderment at the glitters of the Cecil and made up his mind that would work there. 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 Shimla. He simply changed his ticket and his direction and went to mint millions out of war-time Calcutta—another catastrophe. Life served him lemons regularly but with even greater regularity 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

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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

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tracked down the original supplier of the tiles in distant Stokeon-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. 5 Marks

(ii) In your opinion, what are the significant determinants in the making of Shri Oberoi's entrepreneurial career ? 5 Marks

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3. (a) Explain entrepreneur's competencies and entrepreneurial scenario in India.

10 Marks (CO1 and CO2)

OR

- (b) Write short notes on the following :

10 Marks (CO1 and CO2)

- (i) McClelland's theory
 - (ii) Social entrepreneurship model
- (c) Case let/Numerical (Compulsory) :

(CO1 and CO2)

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 retail market is expected to touch a whopping ₹ 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

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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.

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

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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 :

- (i) What are the entrepreneurial opportunities you can find in retail sector in India ? 3 Marks
- (ii) How organized retailing has become more popular in big cities in India ? 3 Marks
- (iii) How Big Bazaar retail store would retain its business in today's competitive world among retail firms ? 4 Marks

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