

**QUESTION PAPER**

**Name of the Examination: Fast track Fall Semester 2023-2024 –FAT**

**Course Code: MGT1040**

**Course Title: Entrepreneurship**

**Set number: SET -2**

**Date of Exam:** 23/8/23 (F1) (F2)

**Duration: 120 Minutes**

**Total Marks: 60 Marks**

**Instructions:**

1. Assume data wherever necessary.
2. Any assumptions made should be clearly stated.
3. Underline the important points, titles, and subtitles.

- Q1.** Write a note on any successful entrepreneur of your choice and What factors made them successful? Highlight his/ her significant contributions to the society in their entrepreneurial journey. **(10M)**
- Q2.** Write about different types of innovations with suitable examples. **(10M)**
- Q3.** Give a brief description of five failure startups. Give the reasons why they are failure in their startups. **(10M)**
- Q4.** Describe the important components of a business plan. Write a sample business plan for establishing a bakery shop. **(10M)**
- Q5.** Consider any one of the following technologies (a) Big data (b) Artificial Intelligence or (c) Internet of Things. Explain how it has disrupted an industry. **(10M)**
- Q6. Case Study: (10M)**

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, Tamandu, 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. 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 Bhartiya 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.

**QP MAPPING**

Q. No.	Module Number	CO Mapped	PO Mapped	PEO Mapped	PSO Mapped	Marks
Q1	1	1	2	1	1	10
Q2	2	2	7	2	2	10
Q3	4	3	12	2	3	10
Q4	5	4	6	4	3	10
Q5	3	2	7	2	2	10
Q6	6	4	6	4	3	10