

UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

DEPARTMENT OF MANAGEMENT SCIENCES

BAM II AND MICROFINANCE II EVENING SEMESTER TWO
2017/18

COURSE UNIT: BASIC PRINCIPLES OF ENTREPRENEURSHIP

DATE: Friday, 9th May 2018

Time allowed: 4:00pm- 7:00pm

Instructions to Candidates:

Read the following before answering the examination questions.

- 1) Do not write anything on this question paper.
- 2) Write neatly and show all workings clearly.
- 3) Start every question on a new page
- 4) Clearly state the question number & sections attempted
- 5) Answer **any four** questions, all questions carry equal

QUESTION 1:

VERGHESE KURIEN: THE AMUL SAGA

Dr. Verghese (born 1921) 'Father of India's white revolution' is a synonym for cooperative milk sector.

Dr. Kurien started Amul India and the Annand experiments. He is a visionary able administrator, and an engineer. He became darling of the masses in Gujarat with his cooperative movement. The brain behind Operation Flood, Chairman, NDDB Unit 1981. Dr Kurien was honoured with World Food Prize in 1989. Magsaysay award 1963 and Padmavibhushan from GOI.

Kurien started Amul experiment without any capital base. He identified himself with the villagers in Kaira District of Gujarat and started a new experiment in collection of milk from villagers, testing, storage and distribution. He worked on the principle of equitable distribution of the gains of the venture and a process of learning for all who were involved. He was also responsible for development of the surrounding villages, bringing in new technologies from various sources in dairying, health of animals, animal husbandry and feeds. Kurien also arranged pasteurization, making butter, ghee, other products of milk with better and faster transport facilities for the milk. The experiment got stage by stage successes leading to availability of milk and milk products to large parts of Gujarat and Mumbai and in addition, providing gainful employment and all-round prosperity to the farmers in Gujarat. The innovative ways of handling this unique project was the brain child of Kurien. Kurien is known for his frankness and result oriented approach in all his projects as well as in his personal life.

Operation Flood — an ambitious nationwide dairy development project which helped an estimated 10 million families.

- Helped India become the largest producer of milk from a point where children were undernourished because of lack of milk.
- The White Revolution. Milk was scarce in urban areas while in rural areas milk producers could not make a decent living, Distribution was a key problem. There were also various

vested interests, lack of information and infrastructure. Anand's Kaira Milk Co-operative showed how problems could be tackled.

- The White Revolution found a way to provide cheap milk for under-nourished children in the Mumbai area and Gujarat, and later all-over India. The technique and technologies used were then copied by others.
- Professional management, teaching farmers to use quality equipment, innovative processes meant the professionalization of farming.
- Kurien's philosophy was simple — put power in the hands of the people.
- Empowering the masses and initiating constructive social change in rural areas — from building 'milk roads' to participating in elections.

Questions:

- a) What are entrepreneurship qualities of Dr. Kurien? **(5 marks)**
- b) Identify any achievements of Dr. Kurien. **(5 marks)**
- c) If you were in the position of Amul, what strategies would you come up with to make this firm more successful? **(5 marks)**
- d) Distinguish between an entrepreneur and a manager **(10 marks)**

Question TWO

- a) "Value analysis gives the customer delight" discuss the statement with relevant entrepreneurial examples **.(10 marks)**
- b) Explain with relevant examples how the internet is adding value or helping in generation of business ideas globally. **(15 marks)**

Question THREE

- a) What do you understand by the word incubation in entrepreneurship (5 marks)
- b) Discuss with examples any six steps involved in business startup (12 marks)
- c) "Men have not been fair to women in economic life "discuss this statement in relation to the current trends in the development of women entrepreneurs **(8 marks)**

Question FOUR

Write short notes on the following: **(4marks each)**

- a) Value Analysis
- b) Big dream approach to business ideas
- c) Collective note book method of generating business ideas
- d) Forced relationship to generation of business ideas
- e) Attribute listing to ideas
- f) Market contingency plan

Question FIVE

- a) Explain using relevant examples the marketing mix an entrepreneur may in marketing his or products on the market **(10 marks)**
- b) Different products need different promotional strategies. Explain your promotional method you would adopt for a new paints manufacturing company **(10 marks)**
- c) Why do some times marketing plans fail? **(5 marks)**

Question SIX

- a) Explain some of the entrepreneurial inputs required in the management of an enterprise in the initial stages **(10 marks)**
- b) Of recent there has been a debate whether entrepreneurship be taught in colleges and university. Discuss issues involved. **(15 marks)**

END. WISHING YOU SUCCESS!!