

UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCES

BAM II, MF II SEMESTER TWO 2018/19

COURSE UNIT: BASIC PRINCIPLES OF ENTREPRENEURSHIP

DATE: 2ND MAY 2019

Time allowed: 3 HRS

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
- 6) Question one is **Compulsory**
- 7) Answer **Any three** from Section B

QUESTION One (Compulsory)

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 Anand 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.

Required:

- 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) Entrepreneurs make extensive use of peer learning. This approach is linked to networking identifying the benefits which entrepreneurs gain from talking and discussing common issues with one another. Using examples discuss this statement.
(10 marks)

SECTION B

Question Two

- a) Discuss using relevant examples the role of entrepreneurship in the context of Ugandan economy **(15 marks)**
- b) Explain how family, environment and education can mold an entrepreneurs **(10 marks)**

Question Three

- a) Explain in details how entrepreneurship course that you have acquired in UMU can help you to become a successful entrepreneur. **(15marks)**
- b) Using examples discuss the characteristics that are necessary for the successful entrepreneur **(10 marks)**

Question Four

- a) Consider that you are intending to become an entrepreneur. Elaborate with imaginary examples how you would generate business project ideas, identifying the opportunities and finally selecting a project for you to convert it into an enterprise **(20 marks)**
- b) Explain any five motivation conditions which may enable entrepreneurship activity to be triggered. **(5marks)**

Question Five

- a) Why is the business plan important to an entrepreneur, investor, customer and supplier? **(10 marks)**
- b) Why do some business plans fail? **(5 marks)**
- c) Explain essential contents of a business plan **(10 marks)**

Question Six

- a) “Entrepreneurs are made not born”. Discuss this statement with examples. **(15 marks)**
- b) Write short notes on the following: **(2.5 marks each)**
 - i) Role models to entrepreneurs
 - ii) Role of industrial fairs in idea generation
 - iii) Brain storming in entrepreneurship
 - iv) Innovating entrepreneur

END!!!! Success