

# AR16

Code: 16MBA4002

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)

II MBA IV Semester Regular Examinations, April, 2018

ENTREPRENEURIAL DEVELOPMENT

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory

1. a) Explain the characteristics of an Entrepreneur. **6M**  
b) Explain the role of Women Entrepreneur in the today's competitive world. **6M**
2. a) Define Commercial Bank. Explain the functions of commercial bank **6M**  
b) Explain the nature and development of entrepreneurship in India **6M**
3. a) What are the different types of Project Feasibility? **6M**  
b) What are steps to start MSMEs and how their support to small entrepreneurs? **6M**
4. a) Discuss the role of SIDBI in promoting the small scale industries in India **6M**  
b) Explain about the National skill development corporation. **6M**
5. a) What are the problems encountered by the e-entrepreneurs while dealing with the government? **6M**  
b) Explain the difference between Entrepreneurship and e-entrepreneurship. **6M**
6. a) What are the problems encountered by the small entrepreneurs in getting financial assistance from the financial institutions in India? **6M**  
b) Define Marketing Management. Explain the importance of marketing management. **6M**
7. a) Is there need for entrepreneurs? Enlist their contributions. **6M**  
b) Analyze the role of NSIC for the growth and development of small scale sector in India. **6M**

The sudden death of her husband, a commodore, was a shock for Mrs. Renuka Desai, still in her early forties. With two school-going children to support, she could not decide what to do.

Renuka Desai was a B.A., B.E.D; she could easily go in for a job. But would that provide for a lifestyle her children were used to? Though not quite sure, she thought, only business would do. Again, what business was she to go in for with no experience and capital? After Weighing the pros and cons, she talked it over with friends. One friend, with contracts with a garnet exporter, promised to provide Renuka a fabrication job.

Renuka began with five machines. Work picked-up well. Soon Renuka was thinking of expanding even as many other units were being forced to close down. A sick unit along with a work shed and 20 fully machines were on sale. She struck a deal, with payment in easy installments. Gradually, she added two more rooms and 10 machines. She achieved a turnover of 2-3 lacks per month. To combat frequent power failure, a generator was procured to take on the full load of all motorized machines. As a result, the unit could run continuously without interruption even in the event of a power failure.

However, labor problems cropped-up. One labor leader threatened to close down the unit on flimsy demands Renuka was determined not to give in. He soon apologized and work resumed smoothly. She learnt to handle labor. She found that appreciation and good behavior paid. Some welfare measures she adopted included a film show after every 20 days, snacks on payday, and reimbursement of medical expenses of the workers.

As a small measure of diversification she took to cutting and taping shoelaces. she took a loan of 40,000 for procuring a machine for the purpose. Shoelaces would be supplied in bulk to major shoe manufactures. Through shaky initially, she gained the confidence to market anything.

Renuka became a member of the local Mahila Udyani sanghathan. She got an industrial plot of 400 sqm at a cost of 2.5 lack through the sanghathan. She paid 72000 for it the balance would be paid in installments over a period of five years. Renuka now looks forward to the future, to manufacturing and exporting garments from her new premises. Optimism and determination are the twin ingredients for success, she says.

1. What made Renuka desai start her own business rather than seek employment?
2. Identify Renuka Desai's problems as a woman entrepreneur.
3. Critically examine the statement "Optimism and determination are the twin ingredients for success" in the case of Renuka Desai.