

Code No: 13MBA2028**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)****MBA IV Semester Regular Examinations, May/June – 2015****ENTREPRENEURSHIP & PROJECT MANAGEMENT****Time: 3 Hours****Max. Marks: 60**

**Answer any FIVE questions
All questions carry equal marks
Question No.8 is Compulsory.**

1. What are the essential qualities required by an entrepreneur.
2. What is entrepreneurship & explain the role of entrepreneurship in Indian economy competencies?
3. Explain the Phases of Entrepreneurs Development Programmes?
4. Explain the role of Entrepreneurial Development Institutes, Universities and other Educational Institutions in aiding an entrepreneur
5. What is Innovation and explain the sources for Planning of Business Ideas?
6. Discuss the role played by local Institutions and culture in handling the International projects
7. Explain what is project mentoring and communication?
8. **CASE STUDY :**

G.M.Rao is the founder and current chairman of GMR group, a leading infrastructure developer in the country. Rao was born in the small town of Rajam in the Srikakulam district of Andhra Pradesh on July 14, 1950. He established the GMR business empire starting from a single jute mill in Rajam in 1978. The group well diversified within the infrastructure sector with focus on the business verticals of energy, industrial infrastructure, and transport.

G.M Rao has today successfully established GMR group as one of the leading infrastructure construction companies in the country. His focus on the core infra-structure sector has resulted in the group exiting other highly lucrative business such as banking, Insurance, breweries, and jute. Rao was also the largest shareholder in Vysya bank, which has now been successfully transformed into a modern, market driven, successful financial enterprise. ING Vysya Bank in September 2006 conferred on him the status and title of “Chairman Emeritus”. He was chosen as the “Entrepreneur of the year 2006-07” at the Economic Times Awards for Corporate Excellence.

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G.M.Rao recognized the huge business potential in the infrastructure and entered this field with the opening up of the power sector in the 90's in India. The GMR group set up three power plants –GMR Energy LTD. In Mangalore, GMR Power Corporation Pvt LTD. In Chennai, and Vemagiri Power Generation LTD. In Andhra Pradesh. The Group is currently developing three more power projects- GMR Badrinath Hydro Power Generation Pvt LTD. In Alaknanda, Uttarakhand, Kamalanga Power project in Orissa, and Talong Power project in Arunachal Pradesh.

G.M.Rao expanded the group's presence in the infrastructure sector by foraying into road construction. The group has already completed two Greenfield road projects under the golden quadrilateral expansion, and it currently has four highway projects in various stages of completion. Realizing that air travel is set for a tremendous growth in the 21st century, GMR concentrated on entering into airport construction. It developed new international airport at Hyderabad and similar way it also took up and finished it restructuring and modernization of Delhi airport, for which it has won many national and international awards.

The group bagged its first global project by winning the bid to modernize the Sabiha Gokcen International (SGI) airport at Istanbul, Turkey.

Another promising new business for the group is SEZ's. It is signed MoU with the Tamil Nadu Industrial Development Corporation (TIDCO) for developing a 3300 acre multi product SEZ in Krishnagiri District in Tamil Nadu.

As pretty apparent, at any given point of time, GMR has several ongoing projects at different locations throughout the country. These projects relate to diverse sectors and are at different stages of completion.

The GMR group conducts its business through 23 subsidiary companies, many of which are focused on a single project. G.M.Rao focuses on group level strategy and does not go into details of routine operations. Individual chairmen take charge of respective businesses and functions. Each chairman is responsible for a portfolio of businesses or functions. Their primary responsibility will be to set the vision and guide the functional heads to lead the Group's growth in their respective sector. The biggest challenge to the GMR Group continues to be one of resource mobilization and allocation. Resource sharing across projects is a possibility, but there are problems in predicting timelines and resource requirements.

Questions:

- i. In your opinion what made the GMR group to raise heights. What are their major strengths?
- ii. What could be the possible advantages and disadvantages that an entrepreneur will have in case of managing all projects centrally?