

Jasmine used a chemical relaxer on her hair when she was 11 that caused her to lose much of her hair. She decided that she would never use harsh chemicals on her hair again and began conducting research on all-natural ingredients. She used the Internet and consulted with hair-care specialists to find out what it takes to keep hair healthy. She conducted multicultural focus groups made up of both men and women. Then she began experimenting with mixing her own hair oils, shampoos, and conditioners. Soon friends and family members were asking her for products.

At the age of 12, Jasmine prepared for entrepreneurship by attending a Biz Camp sponsored by the National Foundation for Teaching Entrepreneurship. During the next year, she developed a business plan, filed a trade name certification with the state of New Jersey, and opened her business. Jasmine's leadership has led to a tremendous amount of growth. As Eden Body Works has grown and increased its customer base, Jasmine's distribution channels have also changed. Initially she sold directly to customers and promoted products through a company web site.

Gradually she began working through retailers as beauty/braiding salons and barbershops began to both use and carry her products for resale to their customers. Then some Whole Foods Stores began carrying her products. Most recently, Jasmine struck a deal with Wal-Mart to begin offering her products. Jasmine's motivation to start her own business was driven from her own needs. Today, she is the manufacturer, the wholesaler, as well as a consumer of her own products.

Questions-

(a) Do you think Jasmine's research on the needs of healthy hair contributed to the success of Eden Body Works?

3 3, 7 3, 4

(b) Describe how using different distribution methods have helped Jasmine's business to grow.

4 3, 7 3

(c) Do you think the publicity that Jasmine has received has contributed to the growth of Eden Body Works?

3 3, 7 3, 4

Total No. of Questions: 6

Total No. of Printed Pages: 4

Enrollment No.....



Programme: MBA

Branch/Specialisation: Management

Maximum Marks: 60

Duration: 3 Hrs.

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

	Marks	BL	PO	CO	PSO
Q.1 i. What is entrepreneurship?	1	1	1	1	
(a) A process to start any business					
(b) Risk taking and doing some challenging work.					
(c) To create a strong vision.					
(d) A process involving innovation, new products or services, and value creation.					
ii. The process of creating something new is called:	1	1	2	1	
(a) Creative flexibility					
(b) Management					
(c) Business					
(d) Innovation					
iii. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.	1	2	4	2	
(a) Venture capitalist (b) Entrepreneur					
(c) Businessman (d) Buyer					
iv. The purchase of the business of an enterprise by another enterprise is known as _____.	1	2	4	2	
(a) Merger (b) Acquisition					
(c) Takeover (d) Synergies					

[2]

- v. The _____ is a short overview of the entire business plan.
- Executive summary
 - Business summary
 - Executive plan
 - All of these
- vi. _____ outlines how your business will be run and how your product or service will be produced.
- Operations plan
 - Product outline
 - Functional plan
 - Manufacturing plan
- vii. _____ in a business plan shows the estimated profit and expenses of the venture.
- Financial plan
 - Revenue model
 - Accounts payable
 - None of these
- viii. Which of these business statements provides an explanation of the organization's reason for existence?
- Executive summary
 - Objective statement
 - Mission statement
 - Company description
- ix. SIDBI was set up as a subsidiary of _____.
- IDBI
 - IFCI
 - ICICI
 - SFC
- x. _____ is an apex Institute in the area of Entrepreneurship and Small Business Development under the Ministry of Micro, Small and Medium Enterprises Government of India.
- NIESBUA
 - NIESBUB
 - NIESBUC
 - NIESBUD
- Q.2 i. Define entrepreneurship with example.
- ii. Enlist various types of entrepreneurs.
- iii. What are characteristics of successful entrepreneurs? Give examples.

1 3 4 3

1 3 5 3

1 3 5 4

1 2 8 4

1 1 11 5

1 1 11 5

2 1 1, 2 1, 2

2 3 2 1

4 3 2, 4 1, 2

[3]

- OR iv. Discuss economic and non-economic factors affecting entrepreneurial growth.
- Q.3 i. What is franchising? Give example.
- ii. How do a franchisee work? Give details on working of a franchisee for anyone. (DTDC / Domino's / Patanjali / Dr.Batra's Clinic / Euro Kids Play Schools).
- OR iii. Discuss feasibility studies with example.
- Q.4 i. Enlist few common errors in business plan.
- ii. What are features of marketing, financial and organizational plan?
- OR iii. Discuss meaning, significance, contents, formulation and presentation of business plan.
- Q.5 i. Differentiate between venture capital and bank finance.
Attempt any two:
- ii. Discuss sources of financing for Indian entrepreneurs.
- iii. Discuss criteria for evaluating new venture proposals.
- iv. Discuss venture capital- process.
- Q.6 Short note on any two:
- i. SIDBI
- ii. NSIC
- iii. KVIC
- Q.7 Case Study
- Turning a Bad Experience into a Million Dollars
Can you imagine being 15 years old and a guest on the Oprah Winfrey Show? Being featured on an ABC News Special? Or being the CEO of your own company and well on your way to your first million dollars? That's exactly what has been going on in Jasmine Lawrence's life lately. Jasmine, from Mt. Laurel, New Jersey, is the CEO of Eden BodyWorks—a company she was inspired to create at 11 years of age because of a bad experience with a hair product.

Marking Scheme
MS5OE18-MS5SE03 (T) Entrepreneurship (T)

				formulation - 1 presentation of Business Plan - 1	
Q.1	i) (d) A process involving innovation, new products or services, and value creation. ii) (d) Innovation iii) (a) Venture capitalist iv) (b) Acquisition v) (a) Executive Summary vi) (a) Operations Plan vii) (a) Financial plan viii) (c) Mission Statement ix) (a) IDBI x) (d) NIESBUD	1	Q.5	i. Differentiate between Venture capital and Bank finance 2 Difference Attempt any two: OR ii. Sources of financing for Indian entrepreneurs. (any three sources) iii. Discuss Criteria for evaluating new venture proposals iv. Discuss venture capital- process.	2 3 3 3
		1	Q.6	i. Short notes SIDBI ii. Short notes on NSIC iii. Short notes KVIC	4 4 4
Q.2	i. Define Entrepreneurship -1 with example 1 ii. 4 types of entrepreneurs? iii. characteristics of successful entrepreneurs- 3 examples- 1	2	Q.7	Case Study Question 1 - 3 Question 2 - 4 Question 3 - 3	10
OR	iv. Economic -2 non-economic factors 2	4		*****	
Q.3	i. What is franchising - 2 Give Example - 1 ii. How do a Franchisee work? - 2 details on working of a franchisee for anyone. (DTDC/Domino's/ Patanjali/Dr.Batra's Clinic/Euro kids Play Schools) - 3	3 5			
OR	iii. Discuss feasibility studies - 3 with example? - 2	5			
Q.4	i. 3 common errors in business plan ii. What are features of Marketing, financial and organizational plan? 5 features	3 5			
OR	iii. Meaning - 1 Significance - 1 Contents - 1	5			