

- ii. Describe the role and functions of Small-Scale Industries Development Corporations (SSIDCs) in fostering the growth of small businesses. **5**
- iii. Explain the significant role played by the Small Industries Development Bank of India (SIDBI) in supporting small and medium enterprises (SMEs). **5**

Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

MS5OE18 / MS5SE03 Entrepreneurship

Programme: MBA

Branch/Specialisation: Management /

LSCM

Duration: 3 Hrs.**Maximum Marks: 60**

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.

- Q.1 i. Which of the following qualities is typically associated with successful entrepreneurs? **1**
- (a) Risk aversion
(b) Resistance to change
(c) Persistence and resilience
(d) Reliance on conventional methods
- ii. What is the primary role of entrepreneurship in economic development? **1**
- (a) Stagnation of economic growth
(b) Decrease in employment opportunities
(c) Innovation, job creation, and wealth generation
(d) Reduction of competition in the market
- iii. Which of the following is a potential advantage of acquiring an ongoing venture in terms of market presence? **1**
- (a) Immediate brand recognition
(b) Limited access to existing customer base
(c) Need for extensive market research
(d) Uncertainty about product/service viability
- iv. Which method involves collaborating with another company to create a new entity and share resources and risks? **1**
- (a) Spin-off (b) Merger
(c) Joint venture (d) Crowd funding

[2]

- v. What formal document outlines a business's goals, methods, and operations for achieving success? **1**
 (a) Marketing plan (b) Financial forecast
 (c) Business plan (d) Employee handbook
- vi. Which section of a marketing plan examines the strengths, weaknesses, opportunities, and threats facing a business? **1**
 (a) Market segmentation (b) SWOT analysis
 (c) Promotion strategy (d) Sales forecast
- vii. Which of the following is an example of an internal source of finance? **1**
 (a) Bank loan (b) Venture capital
 (c) Retained earnings (d) Crowd funding
- viii. During which financing stage does a company seek capital to enter new markets or diversify its product/service offerings? **1**
 (a) Seed stage (b) Start-up stage
 (c) Growth stage (d) Expansion stage
- ix. Which of the following activities is typically undertaken by the Directorate of Industries? **1**
 (a) Issuing driving licenses
 (b) Conducting elections
 (c) Providing subsidies and incentives to industries
 (d) Managing healthcare facilities
- x. What is one of the main objectives of SIDBI? **1**
 (a) Promoting large-scale industries
 (b) Encouraging unemployment
 (c) Facilitating the development of MSMEs
 (d) Regulating international trade
- Q.2 i. Explain two economic and two non-economic factors that contribute to entrepreneurial growth. **2**
 ii. Discuss three essential personality traits commonly associated with successful entrepreneurs. **3**
 iii. Discuss the challenges and opportunities faced by women entrepreneurs in today's business landscape. Provide examples of successful women-led ventures and analyze how they have overcome gender barriers to achieve entrepreneurial success. **5**
- OR iv. Discuss the role of ethics and social responsibilities in entrepreneurship. Analyze how ethical considerations and social

[3]

- responsibilities impact entrepreneurial decision-making and business practices.
- Q.3 i. What are the two main sources of information used in conducting market research for a business venture? **2**
 ii. What methods do entrepreneurs use to find and recognize opportunities for starting new ventures? **3**
 iii. How can the success of a joint venture be evaluated? What factors should be considered in assessing its performance and effectiveness? **5**
- OR iv. How does the franchising model operate? What key factors should aspiring franchisees consider when potential franchising opportunities for investment? **5**
- Q.4 i. Outline two crucial aspects that should be considered when formulating and presenting a business plan for potential investors or stakeholders. **2**
 ii. What are some common errors to avoid when formulating a business plan? **3**
 iii. What are key strategies for implementing a business plan? **5**
- OR iv. Discuss the importance of a well-developed marketing plan and financial plan in a business strategy. **5**
- Q.5 i. What are the two primary categories of sources from which businesses can obtain finance? **2**
 ii. Discuss the five main sources of financing available to Indian entrepreneurs for starting or growing their businesses. **3**
 iii. Describe in detail the five key criteria commonly used to evaluate new venture proposals. **5**
- OR iv. Explain the process typically involved in evaluating venture capital opportunities. **5**
- Q.6 Attempt any two:
 i. Explain the role of the Directorate of Industries in promoting industrial development. Discuss five key functions or services provided by the Directorate. **5**

Marking Scheme

Entrepreneurship (T) MS5OE18-MS5SE03 (T)

- Q.1 i) Which of the following qualities is typically associated with successful entrepreneurs? **1**
 c) Persistence and resilience
- ii) What is the primary role of entrepreneurship in economic development? **1**
 c) Innovation, job creation, and wealth generation
- iii) Which of the following is a potential advantage of acquiring an ongoing venture in terms of market presence? **1**
 a) Immediate brand recognition
- iv) Which method involves collaborating with another company to create a new entity and share resources and risks? **1**
 c) Joint venture
- v) What formal document outlines a business's goals, methods, and operations for achieving success? **1**
 c) Business plan
- vi) Which section of a marketing plan examines the strengths, weaknesses, opportunities, and threats facing a business? **1**
 b) SWOT analysis
- vii) Which of the following is an example of an internal source of finance? **1**
 c) Retained earnings
- viii) During which financing stage does a company seek capital to enter new markets or diversify its product/service offerings? **1**
 d) Expansion stage
- ix) Which of the following activities is typically undertaken by the Directorate of Industries? **1**
 c) Providing subsidies and incentives to industries
- x) What is one of the main objectives of SIDBI? **1**
 c) Facilitating the development of MSMEs
- Q.2 i. Explain two specific economic and two non-economic factors that contribute to entrepreneurial growth? **2**

- economic -1 mark
 non-economic -1 mark
- ii. Discuss three essential personality traits commonly associated with successful entrepreneurs? **3**
 3 personality traits (each 1 mark) -3 mark
- iii. Discuss the challenges and opportunities faced by women entrepreneurs in today's business landscape. Provide examples of successful women-led ventures and analyze how they have overcome gender barriers to achieve entrepreneurial success? **5**
 2 challenges -2 mark
 2 opportunities -2 mark
 1 example -1 mark
- OR iv. Discuss the role of ethics and social responsibilities in entrepreneurship. Analyze how ethical considerations and social responsibilities impact entrepreneurial decision-making and business practices? **5**
 role of ethics and social responsibilities -2.5 mark
 impact entrepreneurial decision-making - 2.5 mark
- Q.3 i. What are the two main sources of information used in conducting market research for a business venture? **2**
 two main sources of information (each 1 mark) -2 mark
- ii. What methods do entrepreneurs use to find and recognize opportunities for starting new ventures? **3**
 Methods to Initiate Ventures (each 1 mark) -3 mark
- iii. How can the success of a joint venture be evaluated, and what factors should be considered in assessing its performance? **5**
 joint venture be evaluated -2.5 mark
 actors should be considered in assessing its performance -2.5 mark
- OR iv. How does the franchising model operate, and what key factors should aspiring franchisees consider when potential franchising opportunities for investment? **5**
 How does the franchising model operate -2.5 mark
 3 Factors (each 1 mark) -2.5 mark

- Q.4 i. Outline two crucial aspects that should be considered when formulating and presenting a business plan for potential investors or stakeholders? **2**
two aspects (each 1 mark) -2 mark
- ii. What are some common errors to avoid when formulating a business plan? **3**
Three errors (each 1 mark) -3 mark
- iii. What are key strategies for implementing a business plan? **5**
5 strategies (each 1 mark) -5 mark
- OR iv. Discuss the importance of a well-developed marketing plan and financial plan in a business strategy? **5**
5 importance (each 1 mark)` -5 mark
- Q.5 i. What are the two primary categories of sources from which businesses can obtain finance? **2**
two primary categories of sources (each 1 mark) -2 mark
- ii. Discuss the five main sources of financing available to Indian entrepreneurs for starting or growing their businesses **3**
Five main sources of financing (each 0.5 mark) -3 mark
- iii. Describe in detail the five key criteria commonly used to evaluate new venture proposals **5**
five key criteria (each 1 mark) -5 mark
- OR iv. Explain the process typically involved in evaluating venture capital opportunities. **5**
5 step (each 1 mark) -5 mark
- Q.6 i. Explain the role of the Directorate of Industries in promoting industrial development. Discuss three key functions or services provided by the Directorate? **5**
3 role of the Directorate -2.5 mark
3 function of the Directorate -2.5 mark
- ii. Describe the role and functions of Small Scale Industries Development Corporations (SSIDCs) in fostering the growth of small businesses? **5**
3 role of (SSIDCs) -2.5 mark
3 function (SSIDCs) -2.5 mark

- OR. iii. Explain the significant role played by the Small Industries Development Bank of India (SIDBI) in supporting small and medium enterprises (SMEs?) 5 role (each 1 mark) **5** -5 mark
