

Faculty of Management Studies

End Semester Examination May 2025

MS5SE03 Entrepreneurship

Programme	:	MBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))				Marks CO BL
Q1. Which entrepreneur is not intended in innovative?				1 1 1
<input type="radio"/> Portfolio entrepreneurs			<input type="radio"/> Novice entrepreneurs	
<input type="radio"/> Initiative entrepreneurs			<input checked="" type="radio"/> None of these	
Q2. Economic factors affecting entrepreneurial growth include-				1 1 2
<input type="radio"/> Government policy			<input type="radio"/> Cultural beliefs	
<input type="radio"/> Natural resources			<input checked="" type="radio"/> None of these	
Q3. One of the primary methods for initiating ventures is:				1 2 3
<input type="radio"/> Mergers			<input type="radio"/> Joint Ventures	
<input type="radio"/> Acquisition			<input checked="" type="radio"/> Franchising	
Q4. Franchising is best described as-				1 2 4
<input type="radio"/> A type of partnership			<input checked="" type="radio"/> A method of business expansion	
<input type="radio"/> A system of selling products			<input type="radio"/> None of these	
Q5. The significance of a business plan includes:				1 3 4
<input type="radio"/> Securing Funding			<input type="radio"/> Guiding operations	
<input type="radio"/> Attracting partners			<input checked="" type="radio"/> All of these	
Q6. Which among the following is not a common error in a business plan?				1 3 3
<input checked="" type="radio"/> Poor forecasting			<input type="radio"/> Wrong assumption of target market	
<input type="radio"/> Conducting feasibility study			<input type="radio"/> Poor financial analysis	
Q7. What is source of internal financial of self-financial?				1 4 3
<input type="radio"/> Trade credit			<input type="radio"/> Factoring	
<input checked="" type="radio"/> Retained Earnings			<input type="radio"/> Lease financially	
Q8. In the SMART goal of design thinking the "M" stands for-				1 4 3
<input type="radio"/> Money			<input checked="" type="radio"/> Measurable	
<input type="radio"/> Movable			<input type="radio"/> None of these	
Q9. Institutional support for entrepreneurs in India includes-				1 5 3
<input type="radio"/> SIDBI			<input type="radio"/> MSME-DI	
<input type="radio"/> KVIC			<input checked="" type="radio"/> All of these	
Q10. The primary role of NIESBUD is to-				1 5 1
<input type="radio"/> Provide financial aid			<input checked="" type="radio"/> Promote entrepreneurship	
<input type="radio"/> Regulate small industries			<input type="radio"/> None of these	

Section 2 (Answer all question(s))

Marks CO BL

Q11. Differentiate between entrepreneurial traits and managerial traits.

2 1 2

Rubric	Marks
Differentiate between entrepreneurial traits and managerial traits. (2 marks) <ul style="list-style-type: none">● Entrepreneurial traits: 1 mark● Managerial traits: 1 mark	2

Q12. Discuss the importance of ethics in entrepreneurship.

2 2 2

Rubric	Marks
Discuss the importance of ethics in entrepreneurship. (2 marks) <ul style="list-style-type: none">● Explanation: 2 marks	2

Q13. (a) Explain the entrepreneurial process in detail.

4 2 3

Rubric	Marks
Explain the entrepreneurial process in detail. (4 marks) <ul style="list-style-type: none">● Detailed explanation: 4 marks	4

(OR)

(b) Discuss the challenges faced by women entrepreneurs and how they can be addressed.

Rubric	Marks
Discuss the challenges faced by women entrepreneurs and how they can be addressed. (4 marks) <ul style="list-style-type: none">● Identification of challenges: 2 marks● Solutions: 2 marks	4

Section 3 (Answer all question(s))

Marks CO BL

3 2 4

Q14. Describe the methods for identifying entrepreneurial opportunities.

Rubric	Marks
i. Describe the methods for identifying entrepreneurial opportunities. (3 marks) <ul style="list-style-type: none">● Explanation of methods: 3 marks	3

Q15. (a) Explain the criteria for selecting a product for a new venture.

5 3 4

Rubric	Marks
Explain the criteria for selecting a product for a new venture. (5 marks)	5
● Detailed criteria: 5 marks	

(OR)

(b) Discuss the evaluation process for joint ventures and their advantages.

Rubric	Marks
Discuss the evaluation process for joint ventures and their advantages. (5 marks)	5
● Evaluation process: 3 marks ● Advantages: 2 marks	

Section 4 (Answer all question(s))

Marks CO BL

3 4 1

Q16. What are the key components of a business plan?

Rubric	Marks
. What are the key components of a business plan? (3 marks)	3
● Identification of components: 3 marks	

Q17. (a) Discuss common errors in business plan formulation.

5 4 2

Rubric	Marks
Discuss common errors in business plan formulation. (5 marks)	5
● Description of errors: 5 marks	

(OR)

(b) Explain how to formulate a marketing plan within a business plan context.

Rubric	Marks
Explain how to formulate a marketing plan within a business plan context. (5 marks)	5
● Explanation: 5 marks	

Section 5 (Answer all question(s))

Marks CO BL

2 4 2

Q18. Discuss the various stages of financing a venture and explain their significance.

Rubric	Marks
i. Discuss the various stages of financing a venture and explain their significance. (2 marks)	2
● Stages: 1 mark ● Significance: 1 mark	

Q19. Describe the different sources of finance available to entrepreneurs in India.

3 4 3

Rubric	Marks
Describe the different sources of finance available to entrepreneurs in India. (3 marks)	3
<ul style="list-style-type: none"> ● Identification of sources: 3 marks 	

Q20. (a) Explain the concept of venture capital and list the key criteria for evaluating new venture proposals.

3 4 3

Rubric	Marks
Explain the concept of venture capital and list the key criteria for evaluating new venture proposals. (3 marks)	3
<ul style="list-style-type: none"> ● Explanation of venture capital: 1.5 marks ● Key criteria: 1.5 marks 	

(OR)

(b) What is Design Thinking? Discuss its process and significance in entrepreneurial ventures.

Rubric	Marks
What is Design Thinking? Discuss its process and significance in entrepreneurial ventures. (3 marks)	3
<ul style="list-style-type: none"> ● Explanation of Design Thinking: 1.5 marks ● Process and significance: 1.5 marks 	

Section 6 (Answer any 2 question(s))

Marks CO BL

4 5 2

Q21. Discuss the role of SIDBI in supporting entrepreneurs.

Rubric	Marks
i. Discuss the role of SIDBI in supporting entrepreneurs. (4 marks)	4
<ul style="list-style-type: none"> ● Role description: 4 marks 	

Q22. Explain the functions of the Directorate of Industries in promoting entrepreneurship.

4 5 2

Rubric	Marks
Explain the functions of the Directorate of Industries in promoting entrepreneurship. (4 marks)	4
<ul style="list-style-type: none"> ● Functions description: 4 marks 	

Q23. Describe the support provided by NSIC for small industries.

4 5 3

Rubric	Marks
Describe the support provided by NSIC for small industries. (4 marks).	4
<ul style="list-style-type: none"> ● Description of support: 4 marks 	

Section 7 (Answer all question(s))

Marks CO BL

Q24. Analyze the following case study on a successful entrepreneur and discuss the factors that contributed to their success. Provide recommendations for potential challenges they may face moving forward.

Nirma, founded by Karsanbhai Patel in 1969, transformed the Indian detergent market. What began as a small-scale operation evolved into a leading brand, known for its low-cost detergent powder that quickly gained popularity. The success of Nirma can be attributed to Karsanbhai's keen understanding of market dynamics. He identified a significant gap for affordable detergent alternatives, specifically targeting lower-income households that were previously underserved.

Innovative marketing played a crucial role in Nirma's rise. The brand's catchy advertising campaigns, including an iconic jingle and a memorable mascot, created strong brand recognition and resonance among consumers. This approach not only attracted attention but also established Nirma as a household name across various demographics.

Maintaining a balance between quality and affordability was another key factor in Nirma's success. By offering a product that did not compromise on quality while being economically priced, Nirma appealed to a wide consumer base, solidifying its place in the market. Additionally, a robust distribution network ensured that Nirma products were accessible in both urban and rural areas, further enhancing market reach.

However, Nirma faces several potential challenges moving forward. The Indian detergent market is highly competitive, with numerous established brands vying for market share. This intense competition could threaten Nirma's position if it does not continue to innovate and adapt.

Moreover, changing consumer preferences pose another challenge. As consumers become increasingly aware of premium products, Nirma may need to evolve its offerings to meet these new expectations. Fluctuations in raw material costs could also impact profitability and pricing strategies, necessitating careful management to maintain competitive pricing.

Lastly, as the market matures, maintaining a strong brand image while expanding product lines could prove challenging. Nirma must navigate these hurdles while continuing to uphold the values that contributed to its initial success.

Questions:

- What key strategies did Karsanbhai Patel implement to build the Nirma brand?
- How did Nirma's marketing approach contribute to its success in the competitive detergent market?
- What recommendations would you suggest for Nirma to address potential challenges in the future?

Rubric	Marks
1. What key strategies did Karsanbhai Patel implement to build the Nirma brand? (3 marks) 2. How did Nirma's marketing approach contribute to its success in the competitive detergent market? (3 marks) 3. What recommendations would you suggest for Nirma to address potential challenges in the future? (4 marks).	10
