

Enrollment No.....



Faculty of Management Studies  
End Sem (Even) Examination May-2019  
MS5SE03 Entrepreneurship

Programme: MBA

Branch/Specialisation: Management

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.

- Q.1 i. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete? **1**  
(a) New business model (b) Anatomization  
(c) Creative destruction (d) None of these
- ii. A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as? **1**  
(a) Ecopreneur (b) Technopreneur  
(c) Intrapreneur (d) Social Entrepreneur
- iii. When \_\_\_\_\_ are turned into products or services and adopted in day to day life, they become \_\_\_\_\_. **1**  
(a) Invention, innovation (b) Innovation, invention  
(c) Technology, innovation (d) Invention, technology
- iv. Why should an entrepreneur do a feasibility study for starting a new venture? **1**  
(a) To identify possible sources of funds  
(b) To see if there are possible barriers to success  
(c) To estimate the expected sales  
(d) To explore potential customers
- v. Members of distribution channels are excellent sources for new ideas because: **1**  
(a) They earn a handsome profit from new business  
(b) They are familiar with the needs of the market  
(c) They do not bother if entrepreneur bears a loss  
(d) They have well-developed sales force

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| vi.   | Which of the following is the backbone of financial plan?                               | <b>1</b> |
|       | (a) Budgeting (b) Capital   |          |
|       | (c) Nature of business (d) All of these   |          |
| vii.  | Venture capital is concerned with:  | <b>1</b> |
|       | (a) New project having potential for higher profit                                      |          |
|       | (b) New project of high technology  |          |
|       | (c) New project having high risk  |          |
|       | (d) All of these  |          |
| viii. | Commercial paper is a source of:  | <b>1</b> |
|       | (a) Short term funds (b) Medium term funds  |          |
|       | (c) Long term funds (d) None of these   |          |
| ix.   | IFCI, IDBI, NABARD, etc provide services of:  | <b>1</b> |
|       | (a) Information services (b) Financial services   |          |
|       | (c) Marketing Services (d) None of these  |          |
| x.    | Full form of SIDBI is:  | <b>1</b> |
|       | (a) Small Industries Development Bank of India  |          |
|       | (b) Single Industry Developed Bank of India   |          |
|       | (c) Small Institutional Development Bank of India                                       |          |
|       | (d) None of these   |          |
| Q.2   | i. Define the term entrepreneur? What are the chief characteristics of an entrepreneur? | <b>3</b> |
|       | ii. What is the role of Entrepreneurship in Economic Development?                       | <b>5</b> |
| OR    | iii. Briefly elucidate ethics and social responsibilities of entrepreneurs.             | <b>5</b> |
| Q.3   | i. Explain any three advantages of acquiring an ongoing venture.                        | <b>3</b> |
|       | ii. Write the detailed steps of Project Finalization.                                   | <b>5</b> |
| OR    | iii. What are different criteria to select a Product? Explain.                          | <b>5</b> |
| Q.4   | i. Write any three points of significance of Business plan for an entrepreneur.         | <b>3</b> |
|       | ii. What are the steps in a project Planning? Explain?                                  | <b>5</b> |
| OR    | iii. Explain about the different kinds of Business Plans.                               | <b>5</b> |
| Q.5   | i. Explain any three sources of finance available for Indian entrepreneurs.             | <b>3</b> |

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|     | ii.  | Explain the process for Evaluating the Venture Capital.   | <b>5</b>  |
| OR  | iii. | Define Venture capital and explain the stages of Venture Financing.   | <b>5</b>  |
| Q.6 |      | Attempt any two:  |           |
|     | i.   | Outline in nutshell the role and importance of Directorate of Industries in development of Entrepreneurship.  | <b>4</b>  |
|     | ii.  | What is different Institutional Support available to Entrepreneurs in India?  | <b>4</b>  |
|     | iii. | State the functions of –  | <b>4</b>  |
|     |      | (a) Small Scale Industries Development Corporations (SSIDCs)  |           |
|     |      | (b) Khadi and village Industries Commission (KVIC)  |           |
| Q.7 |      | Globalisation has enabled the entrepreneurs to take advantage of business opportunities all over the world. In the recent times business has started recognizing opportunities in environmentally oriented trends like go green. India is becoming a hub of eco-innovations and this has cut across all business. The present scenarios are idea for types of entrepreneurs to step into green world and take advantage of untapped opportunities. Eco-entrepreneurship has become apparently increasing that indeed contribute to the economic and social development. An entrepreneur makes capital works for them through business where as the ecopreneurs use their business to create eco-friendly atmosphere. The transformation to ecopreneurs occurs when their courage and their determination to solve ecological problems increases and they attempt to do business in e-greenlining of earth, resorting degraded land, cleaning the air, building healthy and safe home, preserving the environment and cultural wonders. In the current era, consumers also prefer to buy products that are eco-friendly. The changing attitude of consumers in India toward environmentally comfortable products led extra opportunities to ecopreneurs. | <b>10</b> |
|     |      | Questions:  |           |
|     |      | (a) Analyse and explain opportunities to ecopreneurs.   |           |
|     |      | (b) Suggest the strategies to develop ecopreneurs.  |           |

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**Marking Scheme**  
**MS5SE03 Entrepreneurship**

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|-----|-------|--|--------------|
| Q.1 | i.    | Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?<br>(c) Creative destruction                          | 1            |
|     | ii.   | A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as?<br>(c) Intrapreneur | 1            |
|     | iii.  | When _____ are turned into products or services and adopted in day to day life, they become_____.<br>(a) Invention, innovation   | 1            |
|     | iv.   | Why should an entrepreneur do a feasibility study for starting a new venture?<br>(b) To see if there are possible barriers to success  | 1            |
|     | v.    | Members of distribution channels are excellent sources for new ideas because:<br>(b) They are familiar with the needs of the market  | 1            |
|     | vi.   | Which of the following is the backbone of financial plan?<br>(a) Budgeting   | 1            |
|     | vii.  | Venture capital is concerned with:<br>(a) New project having potential for higher profit   | 1            |
|     | viii. | Commercial paper is a source of:<br>(a) Short term funds   | 1            |
|     | ix.   | IFCI, IDBI, NABARD, etc provide services of:<br>(b) Financial services   | 1            |
|     | x.    | Full form of SIDBI is:<br>(a) Small Industries Development Bank of India   | 1            |
| Q.2 | i.    | Definition of entrepreneur<br>Two characteristics with explanation<br>1 mark for each (1 mark * 2)   | 3<br>2 marks |
|     | ii.   | Any five role of Entrepreneurship in Economic Development<br>1 mark for each (1 mark * 5)  | 5            |
| OR  | iii.  | Ethics and social responsibilities of entrepreneurs.<br>5 points with explanation 1 mark for each (1 mark * 5)   | 5            |

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| Q.3 | i.   | Any three advantages of acquiring an ongoing venture.<br>3 points with explanation 1 mark for each (1 mark * 3)  | 3  |
|     | ii.  | Steps of Project Finalization.<br>Steps with explanation 1 mark for each (1 mark * 5)  | 5  |
| OR  | iii. | Any five Criteria to select a Product<br>5 points with explanation 1 mark for each (1 mark * 5)  | 5  |
| Q.4 | i.   | Any three points of significance of Business plan<br>Pointwise explanation with example 1 mark for each (1 mark * 3)   | 3  |
|     | ii.  | Steps in a project Planning<br>Pointwise explanation 1 mark for each (1 mark * 5)  | 5  |
| OR  | iii. | Kinds of Business Plans<br>Pointwise explanation with example 1 mark for each (1 mark * 5)   | 5  |
| Q.5 | i.   | Any three sources of finance available for Indian entrepreneurs<br>Pointwise explanation with example 1 mark for each (1 mark * 3)                             | 3  |
|     | ii.  | Process for Evaluating the Venture Capital.<br>Pointwise explanation with example 1 mark for each (1 mark * 5)   | 5  |
| OR  | iii. | Definition Venture capital with example 2 marks<br>Stages of Venture Financing. 3 marks  | 5  |
| Q.6 |      | Attempt any two:   |    |
|     | i.   | Role and importance of Directorate of Industries in development of Entrepreneurship.<br>Pointwise explanation with example 1 mark for each (1 mark * 4)        | 4  |
|     | ii.  | Institutional Support available to Entrepreneurs in India<br>Pointwise explanation with example 1 mark for each (1 mark * 4)                                   | 4  |
|     | iii. | State the functions of –<br>(a) Small Scale Industries Development Corporations (SSIDCs) 2 marks<br>(b) Khadi and village Industries Commission (KVIC) 2 marks | 4  |
| Q.7 |      | Questions:   | 10 |
|     |      | (a) Analyse and explain opportunities to ecopreneurs.<br>5 marks<br>(b) Suggest the strategies to develop ecopreneurs. 5 marks                                 |    |

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