

SHRI MATA VAISHNO DEVI UNIVERSITY, KATRA

School of Business

B. Tech. (ME & CSE) 3rd Semester Minor-I Examination (Odd) 2017-18Entry No:

U	7	B	C	S	0	4	5
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Total Number of Pages: [02]

Date: 31/08/2018

Total Number of Questions: [05]

Course Title: ENTREPRENEURSHIP MANAGEMENT

Course Code: BUE 02011

Time Allowed: 1½ Hours

Max Marks: [20]

Instructions / NOTE

- i. Attempt All Questions.
- ii. Support your answer with neat freehand flow charts/diagrams, wherever appropriate.

Section - A

Q.1.	(i) Which of the following shows the process of creating something new?	[½]	CO1
	A) Business model		
	B) Modelling		
	C) Innovation		
	D) Creative flexibility		
	(ii) What is the process by which individuals pursue opportunities without regard to resources they currently control?		
	A) Start-up management		
	B) Entrepreneurship		
	C) Financial analysis		
	D) Feasibility planning		
	(iii) Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?		[½] CO3
	A) New business model		
	B) Anatomization		
	C) Creative destruction		
	D) None of the given options		
	Q.1.(iv) Which of the following is alternatively called corporate venturing?		[½] CO3
	A) Entrepreneurship		
	B) Intrapreneurship		
	C) Act of starting a new venture		
	D) Offering new products by an existing company		
	(v) Which of the following factors has allowed small companies to act like they are big ones?		[½] CO4
	A) Technology		
	B) Customers		
	C) Economic development		
	D) Competition		
	(vi) Individuals influencing an entrepreneur's career choice and style are known as which of the following?		[½] CO4
	A) Role model		
	B) Moral-support network		
	C) Professional support network		
	D) Support system		

Q.2.	How do you define an entrepreneur and entrepreneurial traits? In a logical way, with suitable illustrations, describe entrepreneurial traits which you think are essential to run a successful ventures?	[03]	CO1
Section - B			
Q.3.	Analyze the role of micro small & medium enterprises in India. Discuss historical perspective as well as present practice of defining these units in India.	[04]	CO2
Q.4.	<p>Write short note on the followings:</p> <ul style="list-style-type: none"> i. Prepare difference between technical non-technical entrepreneurs ii. '<i>Entrepreneurs are born and not trained.</i>' Comment on this statement iii. First generation entrepreneurs. Also name three entrepreneurs of this type 	[3*2=6]	CO4 CO1 CO3
Q.5.	How do you understand Marketing Management in MSMEs? Describe differences between Traditional Marketing & Entrepreneurial Marketing.	[04]	CO2

Course Outcomes:

CO1: Exposed to distinct entrepreneurial abilities, traits and capacity in an entrepreneurship portfolio.

CO2: Exposed to the entrepreneurial environment prevailing in the world in general and India in particular.

CO3: Exposed to the process to select and screen business ideas and transcribe viable business plans.

CO4: Exposed to the importance of innovation in the creation of sustainable competitive advantage.

CO	Questions Mapping	Total Marks	Total Number of Students (to be appeared in Exam)
CO1	1(i), 1(ii), 2, 4(ii)	6	83
CO2	3, 5	8	83
CO3	1(iii), 1(iv), 4(iii)	3	83
CO4	1(v), 1(vi), 4(i)	3	83

SHRI MATA VAISHNO DEVI UNIVERSITY, KATRA

School of Business

B. Tech. (ME & CSE) 3rd Semester Minor-I Examination (Odd) 2017-18Entry No:

1	7	B	C	S	0	4	5
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Total Number of Pages: [02]

Date: 15/10/2018

Total Number of Questions: [05]

Course Title: ENTREPRENEURSHIP MANAGEMENT

Course Code: BUE 02011

Time Allowed: 1½ Hours

Max Marks: [20]

Instructions / NOTE

- Attempt All Questions.

Section - A				
Q.1.	Write short note on the followings: (a) Business practices of <i>Justbooks</i> (b) <i>ZoomCar</i> successful business idea. (c) Innovation and Invention (d) Reality and myths of e-entrepreneurship	[1½*4 =6]	CO2 CO2 CO4 CO4	
Q.2.	Prepare an anatomy of a business plan alongwith an executive summary, vision, mission and financial requirements of the said plan.	[04]	CO3	
Section - B				
Q.3.	Why business plan preparation are required? Illustrate with an empirical case market demand and pricing practice in 'Grid Analyses' in brief with suitable illustrations.	[04]	CO3	
Q.4.	How do you consider the role of finance for small sector entrepreneurs? What are different sources of finance that can be available to small sector entrepreneurs? What are the pros and cons of these sources of finance for MSMEs?	[04]	CO2	
Q.5.	Read the case and answer the following questions: William Wilkes, Roof Tile Technical Manager at Daniel Platt Limited and an experienced brick layer and roofer, recognized the problem precisely. "Builders using clay roof tiles often find that they cannot get the roof tiles they need when they need them, especially when working on the valley area of a roof where two pitches meet." During 170 years of manufacturing natural clay floor tiles Daniel Platt has had to adapt to market needs in an entrepreneurial way on many occasions and this problem for builders presented an opportunity to create new customers. The move into the niche market for clay roof tiles was one such entrepreneurial response when the wider market for ceramic products became increasingly competitive. Having made the move, maintaining a strong, distinct position in the selected niche was vital in order to maximize the value of the opportunity. The introduction of a flexible product design would enable the right products to be available ex-stock. Routinely builders might have to wait for up to eight weeks because a particular specification to fit the pitch of the roof they were working on was not available. The implications in terms of time lost and negative cash flow are significant as jobs cannot be completed within contractual terms. Producing only one type of fitting instead of three would reduce stock levels and improve product availability resulting in more satisfied customers and increases in sale revenue.	[02]	CO1	

Roofs are constructed with different levels of pitch (slope), most commonly 40, 45 and 50 degree pitches, each one requiring a different ‘fitting’ which is in fact the term used to describe the angle between the two wings of a valley tile. The task was to design a single tile that would fit all three angles. “It was relatively easy to get it right for two angles but all three required more consideration to ensure the aesthetics and the functionality of the tile were right”, William Wilkes explained.

The process began with a cardboard template, progressed to a metal angled support plate and then to a piece of extruded clay placed on the support plate and cut to required shape. Different angles were tried and tested on a metal frame roof construction fitted with boards and tile laths and located within Daniel Platt’s manufacturing facility. The selected best fits were then fired and placed on to the test roof. It was a long and meticulous design engineering process. As the valley tiles do not feature the ‘nibs’ that hold regular roof tiles on the laths, precision engineering was essential as the valley tiles at every angle must be supported by the regular tiles.

Daniel Platt’s capacity to exploit the opportunity was considerably enhanced by the support of the Innovative Actions Programme, West Midlands. This regional development agent provided a mechanism for encouraging companies to think differently and for making innovation ‘real’ and effective. Daniel Platt’s entrepreneurial skills and engineering capability were boosted and a product that may have otherwise never reached the market was successfully created. The team provided David Platt with funding to support the research and product development processes including a coaching and mentoring service. The universal valley tiles are currently on test with the building trade and positive feedback is already being received. Sales of roof tiles are now providing customers for one third of the company’s total output.

Write two major drawbacks of the entrepreneur also describe leanings from the case. As a student of entrepreneurship management write brief conclusion from the case.

Course Outcomes:

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CO4: Exposed to the importance of innovation in the creation of sustainable competitive advantage.

CO	Questions Mapping	Total Marks	Total Number of Students (to be appeared in Exam)
CO1	5	2	83
CO2	1(a ,b),4	7	83
CO3	2,3	8	83
CO4	1(c), 1(d),	3	83

SHRI MATA VAISHNO DEV UNIVERSITY, KATRA

School of Business

B. Tech. (ME & CSE) 3rd Semester Major Examination (Odd) 2017-18

Entry No: [1 7 B C S O 4 5]

Total Number of Pages: [02]

Date: 24/11/2018

Total Number of Questions: [10]

Course Title: ENTREPRENEURSHIP MANAGEMENT

Course Code: BUE 02011

Max Marks: [50]

Time Allowed: 3 Hours

Instructions / NOTE:

(i) Attempt All Questions. (ii) Attempt all parts of Question No.1 & 8 in sequence.

Section - A

Q.1.(i)	Entrepreneurial endeavors consist of all of the following key elements. Except: A. New Business venturing B. Increasing productivity C. Innovativeness D. Pro-activeness	[1*4 =4]	CO1
	Which of the following is alternatively called corporate venturing? A. Entrepreneurship B. Intrapreneurship C. Act of starting a new venture D. Offering new products by an existing company		
	The steps involved in an entrepreneurial endeavor include all but which one of the following? A. Business plan formulation B. Obtaining financing C. Adapting to growth D. Selecting the type of legal structure		
	Following is not one of the demerits of MSMEs: A. Absence of Labour Union B. Lack of capital C. Poor marketing skills D. Faulty product design		
Q.2.(a)	What do you understand by ancillary units? How these type of units help to reduce level of risk for a business enterprises.	[2*2 =4]	CO2
Q.2.(b)	How would you differentiate between sole-proprietorship and partnership business firm? For a start-up which out of the two is advantageous?		

Section - B

Q.3.	How do you define an entrepreneur and entrepreneurial traits? In a logical way, with suitable illustrations, describe entrepreneurial traits which you think are essential to run a successful venture?	[04]	CO2
Q.4.	Analyse the role and forms of different leadership styles need to be adopted by small entrepreneurs for successful implementation of business venture.	[04]	CO3
Q.5.	Prepare a draft on the difference between venture capital and angel investor for micro small and medium enterprises (MSMEs) in India. Out of the two which one is more useful for SMEs discuss implications of both type investments?	[04]	CO2

Q.6.	What determines the fixed capital and working capital requirements of a business? Prepare a critical appraisal of the main sources of both type of capital financing in India.	[04]	CO2
Q.7.	'Entrepreneurship is not always that rosy'- In the light of the given statement, discuss common myths about entrepreneurship.	[04]	CO3
Q.8.	Why business plan preparation required? Explain market analysis and production planning as a feature of a business plan with an illustration. Differentiate between the process of traditional and modern approach of business plan formulation.	[06]	CO4
Q.9. (a)	A fifth generation young entrepreneur, Mr. Ramesh is in business of jewellery shop in Surat and till fourth generation, business was associated with traditional form of business practices only. What innovative procedure you can recommend to Mr. Ramesh for better exploration and expansion?	[06*2=12]	CO4
Q.9. (b)	Examine the different forms of franchise business formats. Out of them which are more useful for small entrepreneurs. Also design a brief discussion on the advantages and disadvantages of franchising business for an infant entrepreneurs.		
Q.10.	<p>Read the case and answer the following questions:</p> <p>Mrs. Renu Gupta was an intelligent, creative and energetic woman. In spite of being a M.Sc. (Chemistry), she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met an American who was interested in artificial jewelers. She arranged jewellery through local artisans and then showed them to the American trader, who was highly appreciative of these products. Later on few arrangements were made and Mrs. Renu managed to get few orders from the Americans. After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides jewellery, she tried her hand in cane furniture also. She discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well. Through observations, direct interactions with the customers and reading she formed practical ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell out in domestic as well as in global markets. Later on, she stopped taking part in exhibitions and thus, did not allow anyone to see her designs. Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.</p> <ul style="list-style-type: none"> i. Identify the working environment and entrepreneurial traits of Mrs. Renu Gupta. ii. Identify the advantages of Mrs. Renu Gupta as a woman entrepreneur. iii. Critically examine "think global and act local" in case of Mrs. Renu Gupta. 	[04]	CO4

Course Outcomes:

- CO1: Exposed to distinct entrepreneurial abilities, traits and capacity in an entrepreneurship portfolio.
 CO2: Exposed to the entrepreneurial environment prevailing in the world in general and India in particular.
 CO3: Exposed to the process to select and screen business ideas and transcribe viable business plans.
 CO4: Exposed to the importance of innovation in the creation of sustainable competitive advantage.

CO	Questions Mapping	Total Marks	Total Number of Students (to be appeared in Exam)
CO1	1(i-iv)	4	81
CO2	2(a),2(b),3,5,6	16	81
CO3	4,7	8	81
CO4	8,9(a),9(b),10	22	81

SHRI MATA VAISHNO DEVI UNIVERSITY, KATRA

School of Business

B.Tech Minor Examination (Odd/Even/Summer) 2019-20

Entry No:

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Total Number of Pages: [02]

Date:

Total Number of Questions: [07]

Course Title: Entrepreneurship Management

Course Code: BUE2011

Time Allowed: 1 ½ Hours

Max Marks: [30]

Instructions / NOTE

- iv. Attempt All Questions.
- v. Support your answer with neat freehand sketches/diagrams, wherever appropriate.
- vi. Assume an appropriate data / information, wherever necessary / missing.

Q.1. Write short type note on the followings:

- (a) Wage-Goods Model
- (b) Business Model of Zoom Cars
- (c) Difference between Industry and Enterprise
- (d) Difference between innovation and invention
- (e) Risk vs. Returns

(2*5=10) (CO3)

Q.2. Who is an entrepreneur? Describe the different components of it? What are the major competencies/ traits of an entrepreneur? (3) (CO1)

Q.3. How do we define micro, small and medium enterprises' in India presently. What are different historical perspectives in this regard? (3) (CO2)

Q.4. "Ancillary industrial Units are providing a way to success". In the light of the statement provide advantages and disadvantages of establishing ancillary units by an entrepreneur. (3) CO2

Q.5. Explain the role of micro, small and medium enterprises in Indian Economy. Describe the different features of these types of enterprises. (3) (CO2)

Q.6.(a). How would you differentiate between multinational corporations and transnational Corporations. Provide suitable examples for the both the cases. (2) (CO2)

Q.6.(b) How do you evaluate G.D.Birla as an entrepreneur? Mention certain features of his entrepreneurial strategies. (2) (CO1)

Q.7. Analyse with suitable examples of five different forms of innovation as suggested and explained by Schumpeter. (4). (CO4)

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Exposed to distinct entrepreneurial abilities, traits and capacity in an entrepreneurship portfolio.

CO2: Exposed to the entrepreneurial environment prevailing in the world in general and India in particular.

CO3: Exposed to the process to select and screen business ideas and transcribe viable business plans.

CO4: Exposed to the importance of innovation in the creation of sustainable competitive advantage.

CO	Questions Mapping	Total Marks	Total Number of Students (to be appeared in Exam)
CO1	Q2,Q6B	5	130
CO2	Q3,Q4,Q5,Q6A	11	
CO3	Q1	10	
CO4	Q7	4	

Entry No:

1	8	8	C	E	0	3	6
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 Total Number of Pages: [02]

Date: 11/12/2019

Total Number of Questions: [09]

Course Title: Entrepreneurship Management

Course Code: BUE2011

Time Allowed: 3 Hours

Max Marks: [50]

Instructions / NOTE:

- (i) Attempt All Questions.
(ii) Attempt all parts of Question No.1,2,6 and 9 in a sequence.

Section - A			
Q.1.(i)	How would you define a social entrepreneur? A. Somebody who creates or exploits change through innovation B. Somebody whose prime objectives are social C. Both of them D. None of them		
Q.1.(ii)	How would you define an entrepreneur? A. An owner-manager B. Somebody who makes money by improving productivity C. Somebody who creates or exploits change through innovation D. None of them		
Q.1.(iii)	How would you define sustainable entrepreneurship? A. Where the principles of CSR are plasticized B. Where innovation is less important C. Both of them D. None of them	[1*5=5]	CO1
Q.1.(iv)	Which of these statements about a good business idea are correct? A. It usually has few direct competitors B. It is usually launched into a growing market C. Both of them D. None of them		
Q.1.(v)	Which of these are likely to be barriers to creativity? A. Education B. Open-mindedness C. 'Rules-of-the-Game' D. None of them		
Section - B			
Q.2.	Write short note on of the following: (a) What is breakeven point of an industrial enterprise? (b) Three major hurdles faced start up units in India.	[2½ 2*=5]	CO4
Q.3.	'e-entrepreneurship or internet entrepreneurship is new order of the world' analyse the statement with suitable illustrations, write a brief note on the prospects of different e-entrepreneurship avenues available in the economy (a) India in general and (b) J&K in particular.	[05]	CO2
Q.4.	Examine the different forms of franchise business formats. Out of them which are more useful for small entrepreneurs. Also design a brief discussion on the advantages and disadvantages of franchising business for an infant entrepreneur.	[05]	CO3
Q.5.	How venture capital is different than angel investor for micro small and medium enterprises in India. Out of the two which one is more useful for MSMEs, discuss consequences of both types of investments	[05]	CO4

Q.6.	(a) Analyze the role of micro small & medium enterprises in India. Discuss historical perspective as well as present practice of defining these units in India. (b) Describe importance and composition a successful business plan for an MSME unit.	[2½ *2=5]	CO3
Q.7.	Prepare a competitive grid analysis on the issues including price, quality, location variety of products, client base, capacity, offerings, etc. while referring at least three existing players for the Movie-Multiplex business venture in your City.	[05]	CO4
Q.8.	Analyze with suitable illustrations advantages and disadvantages of establishing an ancillary unit by a new first generation entrepreneur? How these types of units help to reduce level of risk for a business enterprises.	[05]	CO1
Q.9.	Write short note on <u>any two of the following:</u> a) Different leadership styles for successful implementation of business venture. b) Differentiate between sole-proprietorship and partnership business firm. c) Difference between private limited and public limited company d) ZoomCar a successful business idea. e) Analyze the procedure of measuring the level of sickness in SMEs, how it can helpful to encourage establishing successful enterprises in the sector.	[2*5=10]	CO2

Course Outcomes

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CO3: Exposed to the process to select and screen business ideas and transcribe viable business plans.

CO4: Exposed to the importance of innovation in the creation of sustainable competitive advantage.

CO	Questions Mapping	Total Marks	Total Number of Students (to be appeared in Exam)
CO1	1,8	10	106
CO2	3,9	15	
CO3	4,6	10	
CO4	2,5,7	15	