

MAULANA AZAD NATIONAL INSTITUTE OF TECHNOLOGY BHOPAL

Department of Humanities & Social Sciences

Examination	End-Term
Subject Name	Fundamentals of Entrepreneurship
Paper Code	HUM 251
Semester & Branch	IV (Fourth) Computer Science and Engineering
Maximum Marks	50
Date & Time	9 th May 2025 (Time 08:00 AM - 11:00 AM)

<u>Question Number</u>	<u>Questions</u>	<u>Marks</u>
1	<p>Consider yourself as an entrepreneur who has just entered into a coffee business. As a startup you expect that the business will grow into a unicorn in the near future. However, there might be several "shocks" to the market for coffee. There are three scenarios mentioned below. Based on these scenarios answer the questions assuming the other factors assumed to be fixed (<i>ceteris paribus</i>). Every question carries some weightage.</p> <p>Scenario 1: Because of a recent international trade agreement, the Indian government reduces the tariff on imported coffee. Do you think a reduction of tariff by the government affect the supply or the demand for coffee? If yes, why do you think so? Which determinant of demand or supply is being affected? How will this change the equilibrium price and quantity of coffee? Explain your reasoning and show the changes graphically.</p> <p>Scenario 2: Suppose the National Institutes of Health (NIH) publishes a study finding that coffee drinking reduces the probability of getting colon cancer. Do you think this will affect the market for coffee? If yes, why do you think so? Which determinant of demand or supply is being affected? How will this change the equilibrium price and quantity of coffee? Explain your reasoning and show the changes graphically.</p> <p>Scenario 3: Now, combine both the scenarios. What will be the combined impact of both the demand and supply and the equilibrium price and quantity of coffee? Explain your reasoning and show the changes graphically.</p>	20

	<table border="1"> <thead> <tr> <th>Criteria</th><th>Weight</th></tr> </thead> <tbody> <tr> <td>Explain how tariffs impact the supply and demand of coffee</td><td>4</td></tr> <tr> <td>Graphically show the impact of tariffs on supply and demand of coffee</td><td>3</td></tr> <tr> <td>Explain how the NIH study impacts the supply and demand of coffee</td><td>4</td></tr> <tr> <td>Graphically show the NIH study impacting the supply and demand of coffee</td><td>3</td></tr> <tr> <td>Explain and show what would happen with reduced tariffs and the NIH study on coffee</td><td>6</td></tr> </tbody> </table>	Criteria	Weight	Explain how tariffs impact the supply and demand of coffee	4	Graphically show the impact of tariffs on supply and demand of coffee	3	Explain how the NIH study impacts the supply and demand of coffee	4	Graphically show the NIH study impacting the supply and demand of coffee	3	Explain and show what would happen with reduced tariffs and the NIH study on coffee	6	
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2	Explain about all the five stages of carrying out entrepreneurship activities and provide the details about the sources of financing/funding any startup during each of these stages.	10												
3	(a) Explain in detail about the importance of Douglas McGregor theory of human motivation. Critically examine the Douglas McGregor theory of human motivation over Herzberg's theory and Maslow's theory of human motivation. (b) The demand function of a set of Fundamentals of Entrepreneurship book is: Price ² Quantity = 6000. Where quantity is the number of copies (in thousands) and price is in Euros. If the price increased from 20 Euros to 21 Euros, calculate the decline in expected sales.	10 (5+5)												
4	Write short notes on the following: 1. Business Model Canvas 2. ISO 3. Pradhan Mantri Mudra Yojana 4. Factories Act of 1948 5. Giffen Goods	10 (2+2+2+2+2) Word limit (100-200 words)												