

EEB-2025-May-PYQ Answers

Q1. [5 Marks]

- a. Explain the type of startups?
- b. Which are the methods to initiate new venture?
- c. Discuss Human Resource Management.
- d. Describe the benefits of Digital Technology adaption?
- e. Write the benefits of ERP implementation.

Q2. [10 Marks]

- a. Discuss the characteristics of successful Entrepreneur with the help of example?
- b. Explain the criteria of evaluating new venture proposals.

Q3. [10 Marks]

- a. Discuss in detail Entrepreneurial motivation.
- b. Explain business plan and its element in detail.

Q4. [10 Marks]

- a. Write a short note on the following:
 - Promoters and Shareholders
 - Customer Analysis
- b. Explain in detail the following information systems: ESS, DSS, MIS, TPS.

Q5. [10 Marks]

- a. Prepare the business plan for starting the skill development training institute

- a. Discuss characteristics of supply chain management.

Q6. [10 Marks]

- a. Explain in detail the types of Ecommerce.
- b. Discuss functional areas of CRM.

Q1. [5 Marks] - Answers

a. Explain the type of startups?

Types of Startups

Startups can be categorized based on their **purpose, funding, growth strategy, and market focus**. Here are the main types:

1. Lifestyle Startups

- Founded by individuals who want to turn their passion into a business.
- Focused on personal freedom and income, not rapid scaling.
- Example: A freelance graphic designer or yoga instructor building a brand.

2. Small Business Startups

- Aim to serve local markets with limited growth.
- Often family-owned or self-funded.
- Example: Local bakery, retail shop, or repair service.

3. Scalable Startups

- Designed for rapid growth and large market impact.
- Often backed by venture capital and incubators.

- Example: Tech startups like Uber or Airbnb.

4. Buyable Startups

- Built with the intention of being acquired by larger companies.
- Focused on innovation and niche solutions.
- Example: A mobile app startup acquired by Google or Meta.

5. Social Startups

- Aim to solve social, environmental, or community problems.
- Profit may be secondary to impact.
- Example: A startup providing clean water solutions or education access.

b. Which are the methods to initiate new venture?

Methods to Initiate a New Venture

Starting a new business venture involves choosing the right approach based on resources, goals, and market conditions. Key methods include:

1. Starting from Scratch

- Build a business idea into a new company.
- Full control over branding, operations, and strategy.
- Requires market research, planning, and funding.
- Example: Launching a new e-commerce website for handmade products.

2. Buying an Existing Business

- Acquire a running business with customers, assets, and reputation.

- Faster setup with reduced startup risk.
- Requires due diligence to assess financial health and legal status.
- Example: Buying a local café or retail store.

3. Franchising

- Operate under an established brand using its business model.
- Lower risk due to proven systems and brand recognition.
- Requires franchise fees and adherence to franchisor rules.
- Example: Opening a Domino's Pizza outlet.

4. Partnering or Joint Ventures

- Collaborate with another business or individual to share resources and risks.
- Useful for entering new markets or combining expertise.
- Requires clear agreements and trust.
- Example: Tech startup partnering with a logistics company.

c. Discuss Human Resource Management.

Human Resource Management (HRM)

Definition

Human Resource Management is the strategic process of managing people in an organization to maximize performance and achieve business goals.

Key Functions of HRM

1. Recruitment & Selection

- Attracting and hiring the right talent for the organization.

- Includes job posting, interviews, and onboarding.

2. Training & Development

- Enhancing employee skills through workshops, courses, and mentoring.
- Supports career growth and organizational efficiency.

3. Performance Management

- Monitoring and evaluating employee performance.
- Involves setting goals, giving feedback, and conducting appraisals.

4. Compensation & Benefits

- Designing fair salary structures, incentives, and benefits.
- Helps retain and motivate employees.

5. Employee Relations

- Maintaining healthy communication between staff and management.
- Resolving conflicts and promoting a positive work culture.

6. Compliance & Legal

- Ensuring adherence to labor laws and workplace regulations.
- Protects both employees and the organization.

Importance of HRM in Business

- Builds a skilled and motivated workforce
- Reduces employee turnover and improves retention
- Aligns human capital with business strategy

- Enhances productivity and innovation

d. Describe the benefits of Digital Technology adaption?

Benefits of Digital Technology Adoption

Digital technology enhances business efficiency, customer experience, and competitiveness. Key benefits include:

1. Improved Efficiency & Automation

- Automates routine tasks (e.g., billing, inventory, emails).
- Reduces manual errors and saves time.
- Example: Using CRM software to manage customer interactions.

2. Wider Market Reach

- Enables global access through websites, apps, and social media.
- Supports 24/7 online presence and e-commerce.
- Example: Selling products via Amazon or Shopify.

3. Data-Driven Decision Making

- Collects and analyzes customer data for better insights.
- Helps in forecasting trends and personalizing services.
- Example: Using Google Analytics to track user behavior.

4. Cost Reduction

- Lowers operational costs through cloud computing and remote work.
- Reduces need for physical infrastructure.

- Example: Using Zoom for virtual meetings instead of travel.

5. Enhanced Customer Experience

- Provides faster service, personalized communication, and multiple support channels.
- Builds loyalty and satisfaction.
- Example: Chatbots offering instant support on websites.

e. Write the benefits of ERP implementation.

Benefits of ERP (Enterprise Resource Planning) Implementation

ERP systems integrate all core business functions—like finance, HR, inventory, and sales—into a single platform. Key benefits include:

1. Improved Efficiency

- Automates routine tasks and reduces manual work.
- Speeds up processes like order processing, payroll, and reporting.

2. Centralized Data Management

- Stores all business data in one system.
- Ensures consistency, accuracy, and real-time access across departments.

3. Better Decision-Making

- Provides real-time reports and analytics.
- Helps managers make informed, data-driven decisions.

4. Cost Reduction

- Minimizes duplication of efforts and operational delays.
- Reduces IT and administrative costs over time.

5. Enhanced Collaboration

- Improves communication between departments through shared data.
- Encourages teamwork and transparency across the organization.

Q2. [10 Marks] - Answers

a. Discuss the characteristics of successful Entrepreneur with the help of example?

Characteristics of a Successful Entrepreneur

A successful entrepreneur possesses a unique blend of personal traits, business skills, and strategic thinking. These characteristics help them identify opportunities, overcome challenges, and build sustainable ventures.

Key Characteristics

1. Innovative Thinking

- Ability to create new ideas, products, or business models.
- Example: *Elon Musk* introduced electric vehicles through Tesla, disrupting the auto industry.

2. Risk-Taking Ability

- Willing to take calculated risks to achieve growth.

- Example: *Kunal Shah*, founder of CRED, launched a niche fintech platform despite market uncertainty.

3. Strong Decision-Making

- Makes timely and effective decisions under pressure.
- Uses data, intuition, and experience to guide choices.

4. Persistence and Resilience

- Doesn't give up easily; learns from failures.
- Example: *Jack Ma* faced multiple rejections before building Alibaba into a global e-commerce giant.

5. Customer-Centric Approach

- Focuses on solving real problems for users.
- Example: *Deepinder Goyal*, founder of Zomato, built a food delivery platform based on user convenience.

6. Networking and Relationship Building

- Builds strong connections with investors, partners, and customers.
- Helps in gaining support, funding, and market access.

7. Effective Communication

- Clearly conveys ideas to teams, investors, and customers.
- Builds trust and motivates others.

b. Explain the criteria of evaluating new venture proposals.

Criteria for Evaluating New Venture Proposals

Evaluating a new venture proposal helps investors, incubators, and entrepreneurs assess its feasibility, profitability, and long-term sustainability. Below are the key criteria used in this evaluation:

1. Market Potential

- Size and growth rate of the target market.
- Demand for the product/service.
- Competitive landscape and market gaps.
- Example: A food delivery startup must assess urban demand and competition like Zomato or Swiggy.

2. Value Proposition

- Clarity of the problem being solved.
- Uniqueness and benefits of the solution.
- How well it meets customer needs.
- Example: CRED's value proposition is rewarding users for paying credit card bills.

3. Business Model

- Revenue generation strategy (e.g., subscription, freemium, direct sales).
- Cost structure and pricing strategy.
- Scalability and profitability.
- Example: SaaS startups often use monthly subscription models.

4. Financial Viability

- Initial investment required and funding sources.
- Projected revenue, expenses, and break-even point.
- Return on investment (ROI) and cash flow estimates.

5. Team Capability

- Skills, experience, and commitment of the founding team.
- Ability to execute the business plan.
- Leadership and adaptability.
- Example: A tech startup with experienced developers and marketers has higher chances of success.

6. Legal and Regulatory Compliance

- Adherence to industry laws, licenses, and data protection norms.
- Intellectual property rights and business registration.
- Example: Fintech ventures must comply with RBI and data privacy regulations.

7. Risk Assessment

- Identification of financial, operational, and market risks.
- Mitigation strategies and contingency plans.
- Example: E-commerce startups must plan for logistics delays and cyber threats.

Q3. [10 Marks] - Answers

a. Discuss in detail Entrepreneurial motivation.

Entrepreneurial Motivation

Entrepreneurial motivation refers to the internal and external forces that drive an individual to start, manage, and grow a business venture. It influences how entrepreneurs take risks, make decisions, and persist through challenges.

Key Types of Entrepreneurial Motivation

1. Profit Motive

- Desire to earn income and build wealth.
- Entrepreneurs are motivated by the potential for high returns compared to salaried jobs.

2. Independence and Autonomy

- Many entrepreneurs seek freedom from traditional job structures.
- They want to make their own decisions and be their own boss.

3. Achievement Motivation

- Strong desire to accomplish goals and prove capabilities.
- Motivated by personal success, recognition, and self-fulfillment.

4. Social Impact

- Some entrepreneurs are driven by the desire to solve social or environmental problems.
- Example: Social entrepreneurs launching ventures for clean energy or education access.

5. Innovation and Creativity

- Motivation to bring new ideas, products, or services to life.
- These entrepreneurs enjoy experimenting and disrupting existing markets.

6. Family Background and Role Models

- Exposure to business through family or mentors can inspire entrepreneurial ambition.
- Example: A child of a shop owner may be motivated to start a modern retail chain.

b. Explain business plan and its element in detail.

What is a Business Plan?

A **business plan** is a formal written document that outlines the goals of a business, the strategy to achieve them, and the resources required. It acts as a roadmap for entrepreneurs and helps attract investors, partners, and lenders.

Key Elements of a Business Plan

1. Executive Summary

- Brief overview of the business idea, mission, and vision.
- Highlights key points from the entire plan.
- Usually written last but placed first.

2. Business Description

- Details about the business type, industry, and legal structure.
- Explains what the business does and its unique value proposition.

3. Market Analysis

- Research on target market, customer segments, and competitors.
- Includes market size, trends, and demand forecasts.
- Helps justify the business opportunity.

4. Organization and Management

- Structure of the company (e.g., departments, roles).
- Information about the founders and key team members.
- Includes ownership details and legal setup.

5. Products or Services

- Description of what the business offers.
- Highlights features, benefits, and competitive advantages.
- May include product lifecycle or future development plans.

6. Marketing and Sales Strategy

- How the business will attract and retain customers.
- Includes pricing, promotion, distribution, and sales tactics.
- Example: Using social media ads and influencer marketing.

7. Operational Plan

- Day-to-day activities, location, suppliers, and logistics.
- Explains how the business will deliver its products/services.

Q4. [10 Marks] - Answers

a. Write a short note on the following: i. Promoters and Shareholders ii. Customer Analysis

Promoters and Shareholders

Promoters are individuals or entities who take the initiative to form a company. They conceive the business idea, arrange resources, and complete legal formalities to establish the enterprise. Promoters play a key role in shaping the company's vision and securing initial funding.

Shareholders, on the other hand, are the owners of the company who invest capital by purchasing shares. They may or may not be involved in day-to-day operations but have voting rights and earn returns through dividends and capital appreciation. While promoters often become shareholders, not all shareholders are promoters.

Customer Analysis

Customer analysis is the process of understanding the target market to better serve their needs and preferences. It involves studying customer demographics, buying behavior, motivations, and pain points. This analysis helps businesses segment their audience, tailor marketing strategies, and improve product offerings. Effective customer analysis leads to higher customer satisfaction, loyalty, and competitive advantage. It is a critical component of market research and strategic planning in both traditional and digital business environments.

b. Explain in detail the following information systems: ESS, DSS, MIS, TPS.

Types of Information Systems

Information systems help organizations manage data, make decisions, and improve efficiency. The four key systems are:

1. ESS – Executive Support System

- **Purpose:** Supports senior executives in strategic decision-making.
- **Features:**
 - Provides summarized reports, dashboards, and trend analysis.
 - Uses internal and external data (e.g., market trends, competitor analysis).
- **Example:** A CEO uses ESS to review company-wide performance and forecast future growth.

2. DSS – Decision Support System

- **Purpose:** Assists middle managers in making semi-structured decisions.
- **Features:**
 - Combines data, models, and analytical tools.
 - Helps in “what-if” analysis and scenario planning.
- **Example:** A sales manager uses DSS to decide on discount strategies based on customer data.

3. MIS – Management Information System

- **Purpose:** Provides routine reports for operational and tactical decisions.
- **Features:**
 - Processes data from TPS and generates summaries.
 - Used by middle-level managers for monitoring and control.
- **Example:** A finance manager uses MIS to track monthly expenses and revenue.

4. TPS – Transaction Processing System

- **Purpose:** Handles day-to-day business transactions.
- **Features:**

- Records, processes, and stores operational data.
- Ensures accuracy, speed, and reliability.
- **Example:** A retail store uses TPS to process customer purchases and update inventory.

Q5. [10 Marks] - Answers

a. Prepare the business plan for starting the skill development training institute

1. Executive Summary

- Objective: To provide industry-relevant skill training to students, job seekers, and working professionals.
- Mission: Empower individuals with practical skills for employment and entrepreneurship.
- Vision: Become a leading institute for vocational and digital skill development in the region.

2. Business Description

- Type: Private training institute offering short-term and long-term courses.
- Focus Areas: IT skills (Python, Web Development), Soft skills, Digital Marketing, Spoken English, Entrepreneurship.
- Legal Structure: Sole proprietorship or private limited company.

3. Market Analysis

- Target Audience: College students, unemployed youth, working professionals, women entrepreneurs.

- Market Need: High demand for job-ready skills due to gaps in formal education.
- Competitors: Local coaching centers, online platforms (Coursera, Udemy).
- Differentiator: Hands-on training, placement support, affordable fees.

4. Organization and Management

- Founder: Entrepreneur with IT and business background.
- Team: Trainers (subject experts), Admin staff, Marketing executive.
- Advisory Board: Industry professionals for curriculum guidance.

5. Courses Offered

- Programming: Python, JavaScript, Web Development
- Business: Entrepreneurship, E-Business, Digital Marketing
- Communication: Spoken English, Interview Skills
- Certification: NSDC or other recognized bodies (optional)

6. Marketing and Sales Strategy

- Promotion via social media, college seminars, and local ads.
- Referral discounts and early bird offers.
- Partnerships with colleges and NGOs for outreach.

7. Operational Plan

- Location: Rented space with classrooms and computer lab.
- Timings: Weekday and weekend batches.
- Tools: Projector, Wi-Fi, LMS (Learning Management System)

8. Financial Plan

- Initial Investment: ₹5–10 lakhs (setup, equipment, marketing)
- Revenue Model: Course fees, corporate training, online modules
- Break-even: Expected within 12–18 months
- Funding: Self-funded or small business loan

b. Discuss characteristics of supply chain management.

Characteristics of Supply Chain Management

Supply Chain Management involves the coordination of all activities related to sourcing, production, and delivery of goods and services. Its goal is to optimize efficiency, reduce costs, and enhance customer satisfaction.

Key Characteristics

1. Integration-Oriented

- SCM connects suppliers, manufacturers, warehouses, and retailers into one cohesive system.
- Promotes seamless flow of materials, information, and finances.

2. Customer-Focused

- Aligns operations to meet customer expectations in terms of quality, delivery time, and service.
- Enhances customer satisfaction and loyalty.

3. Flow Management

- Manages three key flows: product flow, information flow, and financial flow.
- Ensures smooth movement from raw materials to final delivery.

4. Efficiency-Driven

- Aims to reduce waste, minimize costs, and improve resource utilization.
- Uses automation to streamline operations.

5. Technology-Enabled

- Relies on tools like ERP, RFID, GPS, and data analytics.
- Improves tracking, forecasting, and decision-making.

6. Collaboration-Based

- Encourages strong relationships between suppliers, partners, and customers.
- Builds trust and improves responsiveness to market changes.

7. Demand-Responsive

- Adjusts production and inventory based on real-time demand.
- Uses demand forecasting and inventory control systems.

Q6. [10 Marks] - Answers

a. Explain in detail the types of Ecommerce.

Types of E-Commerce

1. Business-to-Business (B2B)

- Transactions occur between two businesses.
- Common in wholesale, manufacturing, and supply chain sectors.

- Example: A textile manufacturer selling fabric to a clothing brand.

2. Business-to-Consumer (B2C)

- Businesses sell directly to individual consumers.
- Most common form of e-commerce.
- Example: Amazon, Flipkart selling products to customers online.

3. Consumer-to-Consumer (C2C)

- Individuals sell products or services to other individuals.
- Platforms facilitate peer-to-peer transactions.
- Example: OLX, eBay, Facebook Marketplace.

4. Consumer-to-Business (C2B)

- Individuals offer products or services to businesses.
- Common in freelancing, influencer marketing, and crowdsourcing.
- Example: A graphic designer selling a logo to a startup via Fiverr.

5. Business-to-Administration (B2A)

- Businesses provide goods or services to government or public institutions.
- Includes legal services, software solutions, and infrastructure.
- Example: A tech firm supplying e-governance software to a municipal body.

b. Discuss functional areas of CRM.

Functional Areas of CRM (Customer Relationship Management)

CRM systems are designed to manage customer interactions across the entire lifecycle—from lead generation to post-sale support. Here are the major functional areas:

1. Marketing Management

- Helps in planning and executing marketing campaigns.
- Tracks customer responses and lead generation.

2. Sales Management

- Manages sales pipelines, opportunities, and conversions.
- Automates tasks like follow-ups, quotations, and order tracking.
- Improves forecasting and performance analysis.

3. Customer Service & Support

- Handles customer queries, complaints, and service requests.
- Uses ticketing systems and knowledge bases.
- Enhances customer satisfaction and loyalty.

4. Data and Information Management

- Collects and stores customer data (contact info, preferences, history).
- Ensures data accuracy and accessibility across departments.
- Enables analytics and reporting for decision-making.

5. Lead and Opportunity Management

- Tracks potential customers and sales opportunities.
- Assigns leads to sales reps and monitors progress.

- Improves conversion rates through timely engagement.

6. Workflow and Automation

- Automates repetitive tasks like emails, reminders, and approvals.
- Ensures consistency and saves time across customer interactions.

7. Reporting and Analytics

- Provides dashboards and performance metrics.
- Helps in understanding customer behavior and campaign effectiveness.