

Reg. No. : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Question Paper Code : 10153**

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2023.

Elective

BA 4032 – ENTREPRENEURSHIP DEVELOPMENT

(Regulations – 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Entrepreneurial Personality.
2. Distinguish between Entrepreneur and Entrepreneurship.
3. Explain entrepreneurship development.
4. State the objectives of entrepreneurial training.
5. Define pre-feasibility study.
6. Write in brief precautions regarding product selection.
7. Define venture capital?'
8. Write a brief on market selection.
9. Define small business.
10. Explain the term Business Sickness.

PART B — (5 × 13 = 65 marks)

11. (a) State the Characteristics of Successful Entrepreneurs.

Or

- (b) Discuss the Knowledge and Skills required for becoming an Entrepreneur.

12. (a) Describe the Role of Family and Society in developing entrepreneurship.

Or

- (b) Examine the impact of Central Government Industrial policies and Regulations for the development of entrepreneurship.

13. (a) Explain the Criteria for Selection of a Project for business.

Or

- (b) Examine the process involved in Project Report Preparation and Evaluation Criteria.

14. (a) Illustrate with an example the process of Market and Channel Selection.

Or

- (b) Elaborate the process of Venture Capital financing.

15. (a) Write a detailed note on monitoring and evaluation of small business along with its methods and tools.

Or

- (b) Explain the important aspects for effective Management of a Small Business.

PART C — (1 × 15 = 15 marks)

Case Study

16. (a) Awang's Dilemma :

Awang was a real craftsman when it came to being a machinist. Awang had learned almost all that he knew from Daud, his first and only employer. Awang was married and had three young children. He was 33 years old and had worked for Daud ever since he finished his tour in the Army. In 12 years, Awang had polished his skills under the watchful and critical eye of Daud. Daud was quick to recognize Awang's talent for the trade. Awang had a positive attitude about learning and displayed a drive for perfection that Daud admired. Daud's Machine Shop was a successful small business. Its success was based mostly on the reputation for quality that had been established over its 42 years in operation. Daud had come to this country with his new wife, Salmah, when he was in his late twenties. Now the business was a success, but Daud remembered the early years when he and Salmah had to struggle. Daud wanted the business to continue to produce the highest quality craftsman products possible. On a Friday evening, he called Awang into his office at closing time, poured him a cup of half-day-old coffee, and began to talk with him about the future. "Awang, Salmah and I are getting old and I want to

retire. It has been 42 years of fun but these old hands need a rest. In short, Salman and I would like you to buy the business. We both feel that your heart is in this craft and that you would always retain the quality that we have stood for". Awang was taken back by the offer. He, of course, knew Daud was getting older, but had no idea Daud would retire. Awang and his wife, Timah had only Rs.50,000 in the bank. Most of Awang's salary went for the normal costs of rearing three children. Daud knew Awang did not have the money to buy the business in cash, but he was willing to take a portion of the profits for the next 15 years and a modest initial investment from Awang. Awang had, for the past four years, made most of the technical decisions in the shop. Awang knew the customers and was well respected by the employees. He had never been involved in the business side of the operation. He was a high school graduate but had never taken business courses. Awang was told by Daud that even after deducting the percentage of the profits he would owe under the sales agreement; he would be able to almost double his annual earnings, Awang would have to take on all the business functions himself because Timah had no business training either.

Questions

- (i) Which entrepreneurial characteristics does Awang have that may be important to his success?
- (ii) Which characteristics could lead to Awang's failure?
- (iii) What steps should Awang take to avoid the pitfalls common to a small business?

Or

- (b) Now, after fifteen years of earnest struggle, Smita has become the only woman entrepreneur in Gujarat to manufacture multimeters and ohmmeters. Her products have become a guarantee of safety and good quality. She plans to supply her products to many reputed industries directly and through dealers. Smita's enterprise possesses several appreciation certificates and awards for her commendable work from prestigious industrial institutions and media. In 2011, she was awarded Best Women Entrepreneur Award (Cash Rs. 1 lakh) by TAI, Bombay and she feels very proud about it.

Smita started her career as a worker in one of the electronics industries of Gujarat. Under her supervision came the unit where electrical multimeters were serviced. She worked there for a couple of years and gained experience in this field. Being an efficient worker, Smita could not satisfy her restless search for a challenge that stretched her interest of starting a service unit of multimeters. She resigned from the job and stepped out to do something on her own, in this same field. But Smita did not have the capacity to become self-employed because she was not clear about the prospects. She had lost her father, but her uncle motivated and supported her to go ahead.

This chain of difficulties did not lessen Smita's welled-up enthusiasm. After persistent attempts and not very supportive banker, Smita lost hope of getting a loan and with her own resource of Rs. 27,000 managed to set up a unit in a rented premise in a busy commercial area. The place proved to be one of the advantages for Smita, She has 3 people working with her and she herself looks after technical work, purchase and dealing with clients. For her financial need she twice received micro credit loans from ICECD. She remembers that initially clients were not accepting her as Entrepreneur, especially since she was repairing and servicing electric motors, which is quite technical.

She adopts different techniques to deal with different clients and having learnt the tricks of the trade, she knows how much to charge from different customers. Her growth plans are also well-designed. She cashes on her contracts with big companies and clinches business from companies like Torrent Electricity Company, Ahmadabad, Electricity Company. The Chinese products in India market initially had poses challenges. But she continued with her good quality and service to clients and succeeded. She feels her products have the required market now and will have in future too.

Today, 50 year old Smita is a genial housewife, a grandmother, and a prosperous entrepreneur in the field of electronics. Her tailpiece advice to every prospective woman entrepreneur is —never let your low educational qualification dampen your enterprising inclination, for you too can succeed like me.

She says, — I am not bothered about government support and in facts feels that in order to succeed all women should face some difficulties so they mature. Her advice to women is — Be practical, ask for information, go to market and have confidence. II She proudly says that my whole family is in business; son, husband and daughter-in-law. So she says, — when women become entrepreneur the whole family becomes entrepreneur. Son has separate business of mobile training and repairing. She is a faculty and motivator to entrepreneurship programme to promote more and more women to venture into business.

#### Questions

- (i) Examine the factors which facilitated in the progress of Ms. Smitha as an entrepreneur.
- (ii) Elaborate the entrepreneurial qualities of Ms. Smitha
- (iii) Propose a model for successful women entrepreneurship