

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2018 - 19 Examination

Semester: 2
Subject Code: 06101182
Subject Name: Entrepreneurship Development

Date: 13/12/2018
Time: 10:30 am to 1:00 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Personal characteristics to be a successful entrepreneur includes
 - a) Understanding environment
 - b) Creating management options
 - c) Encourage open discussion
 - d) All of the above
2. Hindrance for going in the international business is known as
 - a) Synergy
 - b) Turnkey project
 - c) Trade barrier
 - d) Minority interest
3. A _____ can be a budget, a plan for spending and saving future income.
 - a) Financial plan
 - b) Marketing plan
 - c) Organizational plan
 - d) Production plan
4. Which one of the following is a business arrangement in which someone else is allowed to use something of the company?
 - a) Patent
 - b) Trademark
 - c) Copyright
 - d) Licensing
5. _____ is the combination of at least two firms doing similar businesses at the same market level.
 - a) Diversified activity merger
 - b) Horizontal merger
 - c) Joint venture
 - d) Vertical merger

B). Define the following. (Each of 1 mark) (05)

1. Ancillary Industries
2. Innovation
3. Franchising
4. NSIC
5. Business plan

C). Direct questions. (Each of 1 mark) (05)

1. What is international entrepreneurship?
2. What is ARTI?
3. What is rural entrepreneurship?
4. What do you mean by business idea?
5. What is MSME?

Q.2 Answer the following questions.

A). Discuss the characteristics of a successful entrepreneur. (07)

B). Explain the different types of Entrepreneurs. (08)

Q.3 Answer the following questions.

A). Briefly explain strategic entrepreneurship. (07)

B). Explain the business planning process. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark)

1. According to you what are the problems faced by Indian women entrepreneurs and what government support can they avail of?
2. Shiela after graduating from college went back to her home town in Meghalaya. It was a small town with very few job opportunities. The Karbi tribal women in that area were uneducated but still practiced the method of obtaining traditional colors from natural wild herbs. Their most popular dye was indigo obtained from the leave called 'sibu'. Using these colors they added variety to their textiles. The women were mainly confined to their homes and they did not know how to make a living out of their talent. Shiela went from door to door analyzed the problem that existed. She thought of setting up a voluntary association of rural women who would be able to join and leave the organization at their own will without any coercion or intimidation.
 - (a) Name the process which helped Shiela in converting an idea into an opportunity.
 - (b) Identify the kind of organization that Shiela has decided to set up.
 - (c) State any two values which Shiela wants to communicate to the society.
3. Varshini wants to start her high end boutique in a posh locality, but she is not aware of how to make her boutique popular in that area. Suggest some measures.
4. Raghav after doing his B.Pharm degree from a reputed government college started two chemist shops in two different localities of his home town. Encouraged with the success of these shops, he started six more shops in different cities of the State. His strategy was to cut price, focus on lower and middle class patients and open shops near hospitals. He operated on very thin margins. But he was not able to maintain sufficient funds to meet the day to day expenses of the business. The staff of the shops did not give much attention to the customers and there was very poor system of control. Because of this mismanagement he started incurring huge losses and his business failed.

Based on the above para identify and explain any four causes of business failure of Raghav.