



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program S.Y. MBA School of Commerce & Management Department of Management
Course Code: MMC604 Course Title: Entrepreneurship Semester – IV (Even)
Day and Date: Thursday End Semester Examination Time: 3 hrs, Max Marks: 100
23rd May, 2019 2.30 to 5.30 pm
Instructions: 1) All Questions are compulsory.

		Marks	COs	Bloom's Level
Q.1	Answer the following			
a)	Classify the types of entrepreneur on any two of following basis with an example – i) Type of Business ii) Personality Type iii) Entrepreneur and Stages of Development iv) Others	10	CO1	L3
b)	Explain any five factors impacting emergence of entrepreneurship.	10	CO2	L2
	OR			
b)	Elaborate the role of entrepreneurship in economic development of a country.	10	CO2	L2
Q.2	Answer the following			
a)	Elaborate the main functions of District Industries Centre (DIC) to promote entrepreneurship development.	10	CO3	L2
	Started with just eighteen employees in 2007, Bookmark is among the top brands in its space today with 1400 strong team and growing. The primary focus of its founder, Shalin Sharma was books, today after two decades of efforts; Bookmark is multi-product store selling books, music, toys, furnishing etc. across the country. The venture is a true success in every sense of the term, employee growth, revenues, and range of products, geographical spread and brand value. Shalin started working in a chain of hotel bookstores after her college and after a decade of experience in staring concept book stores, she decided to venture out on her own. She did not find the financial help from the regular banks as they did not finance retail then. When she decided and approached venture capitalist, they also refused for financial support by doubting on her capabilities and business sustainability as a woman by considering that women are unable to carry through their ideas. The initial funding came from her brother. Shalin not only received financial help from her sibling, but also the moral support from her entire family. This she			

feels is very important motivating factor throughout an entrepreneur's journey. She feels the crucial aspect in the initial stages was that Bookmark had a passionate team that believed in the idea. The biggest challenge the venture faced was from the lack of a distributor network. There was a monopoly that made it very difficult to get the stock they wanted. In response they started their own distribution arm. The foreign exchange crisis of the early nineties caused more problems.

According to Shalin, 'Imports became impossible unless stock was paid for in advance. We borrowed money and bought up all the stock from all the distribution houses in the country.'

From the very beginning Bookmark was a company that added value to customers through the use of technology. The book store was computerized from the first day, the stock was online and bar coded. Shalin explained that the computer database ensured that the staff could inform customers whether they had stock of a particular book at any point in time. This proved to be a huge advantage, as customers need not waste time in searching for a book.

This was path breaking customer service in an era where most book shops relayed on manual competencies achieved through experience, with all the human errors and consequent delays thrown in. But this was easier said than achieved. In a population which is said to be the IT talent pool of the world, Shalin could not find the technology solution she wanted.

Software products were not readily available in the local market nor were people willing to create custom software. It took her a lot of time and effort to get a company to develop the software, which set the store apart in the later days. Shalin also felt the lack of support from government agencies, and also resistance to support from her male workers as she had to face several obstacles and delays. Bookmark did not receive any visibility through any form of media and the brand was purely build on the strength of loyal customers spreading their positive experience through word of mouth.

- | | | | | |
|-----|---|----|-----|----|
| b). | On the basis of above case of Shalin, Illustrate the challenges faced by women entrepreneur in India. | 10 | CO4 | L3 |
|-----|---|----|-----|----|

OR

- | | | | | |
|-----|--|----|-----|----|
| b). | Examine the above case in your words and list out your learning from above case. | 10 | CO4 | L3 |
|-----|--|----|-----|----|

Q.3

Answer the following

- | | | | | |
|----|---|----|-----|----|
| a) | "In 2019 & next few years, technologies will drive entrepreneurship." Do you agree with the statement? Justify your answer. | 10 | CO5 | L6 |
|----|---|----|-----|----|

OR

- | | | | | |
|----|---|----|-----|----|
| a) | "Youths in the rural areas have little options in India." Criticize the statement on the basis of rural entrepreneurship. | 10 | CO5 | L6 |
|----|---|----|-----|----|

Q.4

Answer the following

- a) Mr. Sanjeev Rai is going to start a fast food restaurant in Pune city for which he need loan from bank. To sanction his loan request, bank asked him to present a business plan. Most of the component of his business plan he has prepared but he is unable to write the following component considering his business. You as a consultant, write any three components for his business plan.
- 10 CO6 L6
- i) Executive Summary
 - ii) Keys to Success
 - iii) Product
 - iv) Competitive Advantages
 - v) Sales Program
 - vi) Market analysis summary

Megha has completed her certification course in hair and beauty course from Ramaiya University. Now she wants to start her own hair and beauty salon in Kolhapur.

- b) Based on your learning design an effective market strategy for her business considering the location. 10 CO6 L5
- c) Describe the purpose of industry/target market feasibility analysis. Identify the two primary issues that should be considered. Distinguish between a firm's industry and its target market. 10 CO6 L4

OR

- c) Sameer left his software engineer job to start his own business at Pune but he has not confident about his business idea. Identify and suggest business idea to Sameer. Explain why you have suggested that business idea. 10 CO6 L4

Q.5

Case Study:

Vijay Shekhar in his initial college days has started his own firm Xs! Corporation with his batch mate Harinder Takhar which offers web guide services to the clients. They received seed money of 20,000 from one of the Angel investors. They merged two of their more friends with them and worked for the company till 1999 after that they sold it to Living Media India for half a million dollar which is now the India Today group. After selling the firm Vijay worked for some time in a company but soon got bored. He had 2 lacks with him which was enough for him to start a company on its own. He along with his colleague, Rajiv Shukla, co-founded One97 Communications Ltd, a mobile value-added services company. But in 9/11 tragedy, their business crashed. His partner left him. He was with no money now. He started using public transport, lived on

ESE

two cups of tea. It was again a hard time for him. His father asked him to take a job. The whole family members were willing to get him married but no any girl was ready to marry him!

For sustaining his life, he took up a job. But the zeal of doing something of his own keeps his interest alive from inside. Observing the popularity of smartphones, he decided to do something around it and in December 2010, he launched Paytm, a mobile wallet. At present, Paytm has 50 million consumers doing 60 million transactions a month and is expected to touch 100 million consumers till the end of 2015.

Paytm in February 2014 launched its mobile based marketplace and now recently has launched a seller dedicated app with zero commission model.

- | | | | | |
|----|---|----|-----|----|
| a) | Examine the factors influenced Vijay Shekhar to start his entrepreneurial journey. | 10 | CO5 | L3 |
| b) | Observing the popularity of smart-phones, Vijay decided to do something around it and he launched Paytm, a mobile wallet. Similarly, specify one opportunity which can be grabbed to start a business as per your observations about consumer needs/market needs. | 10 | CO5 | L5 |

ESE