

MB 113

Third Semester M.B.A. Freshers Examination, July/August 2009  
MANAGEMENT

Course – 13 : Management of Entrepreneurship and Small Business  
(Compulsory)

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer any five of the following sub-questions. Each sub-question carries two marks : (5×2=10)
- a) What do you understand by entrepreneurship ? I 3
  - b) Define Rural Entrepreneurship. V, B
  - c) What is project formulation ? II 14
  - d) What is social cost benefit analysis ? II 23
  - e) Define intrapreneurship.
  - f) List out the various types of entrepreneurship. I, 27
  - g) What is PERT and CPM ? I 19

SECTION – B

Answer any four questions. Each question carries five marks : (4×5=20)

- 2. What is an incentive ? List out the different types of incentives provided to entrepreneurs.
- 3. What do you understand by project formulation ? Explain the different aspects of project formulation. II 15
- 4. Discuss the various incentives provided to small scale industries in India. IV 28
- 5. Write a note on financial institutions which assist entrepreneurs. II 37
- 6. What are the traits of entrepreneurship ? I 20
- 7. Explain the theory of entrepreneur as innovator. I, 9, I 28

P.T.O.



SECTION – C

Answer any 3 questions. Each question carries ten marks : (3×10=30)

8. Discuss the economic, social, technical and legal requirements for the establishment of a new business.
9. What are the problems faced by rural entrepreneurs ? ✓ 21
10. Explain the characteristics and motivations of women entrepreneurs. ✓ 29
11. What is network analysis ? Explain the nature of network techniques and network planning.
12. Explain the socio-economic origins of entrepreneurs in India.

SECTION + D

13. Case (Compulsory) : (1×15=15)

Sufi Exports

Mr. Sufi Singh is a mild mannered, soft spoken and amiable young man who decided on entrepreneurial adventure of his own choice while he was in the process of preparing himself for an academic career. He did his B.A. in History in 1976 and then enrolled himself in the University for Master's degree in History. Simultaneously, he took up BIET's correspondence course in business management. This was the time when he thought of starting something of his own.

Being non-technical and coming from a family of non-businessmen, he was seriously handicapped both in the choice of his venture and the process of getting started. He spent a lot of time looking out for product lines which had market potential, and which could be handled by him. He did locate a couple of items and studied the production technology involved, the equipment required, the sources from where the same would be available, the raw materials needed and their sources, etc.

While he was busy preparing himself for setting up a production unit for the product that he had selected, he got an opportunity for export of garments. He



grabbed this opportunity and set up his export unit. Sufi exports, with its office at D-49 Saket, New Delhi. He did well in exporting garments for some time. However, during the slump of 1981-83 and increasing problems in respect of quota allocations, he had to look for other avenues in the export line.

A keen sportsman himself, Sufi Singh has always had a desire to do something in the interest of sports activity. He got round Mr. Bishen Singh Bedi and started taking interest in the setting up of the sports complex. He also started thinking of exporting of sports goods. While he is busy corresponding with various agencies abroad trying to assess the export potential for different sports goods sector wise, he had been able to find a few odd handicraft items for which there is an urgent demand in certain countries. He has an aunt abroad who keeps helping him in ascertaining the market trends there and also helps him in physical marketing. One item for which he had located sizable demand abroad is ladies bags of high quality with Jari and bead work. He is right now busy preparing samples of these bags with different designs.

However, his first love is sports and sports goods. Handling other export items is only a matter of expediency to him. He is looking forward to his big thrust in sports goods exports. He is already busy surveying the foreign markets.

Posers

- 1) Identify the potentialities of the entrepreneur.
  - 2) Examine the opportunities of Mr. Sufi Singh as an exporter and his weakness towards business.
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