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In Nilam's mind, there is nothing more exhilarating than owning her own business, and for her, the fun is in facing the challenges of making the firm grow. Today, more and more women are making this choice rather than pursuing traditional careers. For the past few years, the number of women starting new ventures is three times as large as the number of men. There are several good reasons for this trend. Some women find that owning of business is the only way to combine a decent income with time for their children by having the flexibility to control their schedules. Others see themselves as unlikely corporate managers and recognizing the gender problem that exists for achieving success, they choose the entrepreneurial route. Still others see entrepreneurship as a way of controlling their lives, pursuing interests that would be impossible in a corporate job.

Questions:

- (a) Why many women now a day prefer to start their own ventures, rather than pursuing traditional career paths?
- (b) Describe the profile of an independent woman entrepreneur with reference to the given case.

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Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management  
End Sem (Even) Examination May-2018  
MS5SE03 Entrepreneurship

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. \_\_\_\_\_ viewed the entrepreneur as a risk taker who “buy(s) at an uncertain price, therefore operating at a risk, to sell them at some uncertain price in future.” 1  
(a) J.B.Say (b) Richard Cantillon  
(c) Joseph A. Schumpeter (d) Peter Drucker
  - ii. A Women Entrepreneur who takes-up the business activity due to family conditions is called: 1  
(a) Affluent Entrepreneur (b) Push Entrepreneur  
(c) Pull Entrepreneur (d) None of these
  - iii. A kind of business activity carried on by more than one individual with a view to earning profit in a pre-agreed manner giving a new firm name to the business is known as 1  
(a) Joint venture (b) Acquisition  
(c) Hire Purchase (d) None of these
  - iv. The \_\_\_\_\_ determines whether the project should go forward or not. 1  
(a) Feasibility Analysis (b) Opportunity Identification  
(c) System Evaluation (d) Program Specification
  - v. Which of the following is usually included in a business plan? 1  
(a) A detailed description of the product or service  
(b) Marketing or promotional plans  
(c) Management and Staffing  
(d) All of these

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- vi. Writing a business plan can ensure that an entrepreneur **1**  
 (a) Figures out how to make her business work  
 (b) Meets his target revenue goals.  
 (c) Achieves her expense projections  
 (d) All of these
- vii. Venture capital is concerned with: **1**  
 (a) New project having potential for higher profit  
 (b) New project of high technology  
 (c) New project having high risk  
 (d) All of these
- viii. This stage will be completed to finalise a Venture Capital deal **1**  
 (a) Evaluation (b) Structuring  
 (c) Screening (d) Monitoring
- ix. Small Industries Development Bank of India (SIDBI) was established **1**  
 in the following year:  
 (a) 1986 (b) 1987 (c) 1988 (d) 1989
- x. The full form of NSIC is: **1**  
 (a) Nation Small Industry Corporation  
 (b) National State Industry Corporation  
 (c) National Small Industries Corporation  
 (d) None of these

- Q.2 i. What do you understand by concept of entrepreneurship? **2**  
 ii. State the factors affecting Entrepreneurial growth. **2**  
 iii. Examine critically the government policies and programs to foster the **4**  
 growth of Women entrepreneurship. What changes should be made in   
 them?
- OR iv. Write a note on Corporate Social Responsibility. How it is beneficial **4**  
 for the Society?
- Q.3 i. What is Feasibility Analysis? What are its benefits? **3**  
 ii. Define Franchising. Explain how it works in detail. **5**
- OR iii. Write in detail the steps for Project Finalization. **5**

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- Q.4 i. Define Business Plan. State its significance. **3**  
 ii. As a potential entrepreneur, how would you construct a business plan to **5**  
 satisfy your banker?
- OR iii. Write in detail common errors in Business Plan formulation. **5**
- Q.5 i. Define Venture Capital. **2**  
 Attempt any two:  
 ii. Explain different stages of Venture Financing. **3**  
 iii. Explain the different sources available to an Entrepreneur for **3**  
 financing Venture in India.  
 iv. Write the process for Evaluating the Venture Capital. **3**
- Q.6 Attempt any two:  
 i. Explain different Institutional Support available to Entrepreneurs in **4**  
 India.  
 ii. Explain the role of Directorate of Industries in detail. **4**  
 iii. State the functions of – **4**  
 (a) Small Industrial Development Bank of India  
 (b) State Financial Corporation
- Q.7 Case Study **10**  
 Nilam Patnekar is one of the many women who own their own   
 businesses and her experience is not very different from others, who   
 must contend with being a mother, a spouse and a family cheerleader in   
 addition to owning and operating a business. Nilam it more successful   
 than most women. She became a Lakhpati at the age of 28. She is the   
 owner and president of 'Sonica Industries' a hardware company. The   
 company markets various industrial accessories. It was her first   
 business, though she had some family background of this business. Her   
 two brothers were also in same line of business. But she borrowed some   
 money, put in some of her savings and started her own venture. She was   
 the first woman ever to enter in to this business; most of her clients   
 could not understand that a woman could sell industrial hardware.   
 During her rise to success and in management of her business, she also   
 managed a family, stayed involved with school and community affairs.

P.T.O.

## Marking Scheme

### MS5SE03 Entrepreneurship

Q.1	i. -----viewed the entrepreneur as a risk taker who “buy(s) at an uncertain price, therefore operating at a risk, to sell them at some uncertain price in future” (b) Richard Cantillon	1	iii. Point wise explanation of Government plans and policies Two Changes	3 marks 1 mark	4
	ii. A Women Entrepreneur who takes-up the business activity due to family conditions is called: (b) Push Entrepreneur	1	OR iv. Note on Corporate Social Responsibility 4 Benefits	2 marks 2 marks	4
	iii. A kind of business activity carried on by more than one individual with a view to earning profit in a pre-agreed manner giving a new firm name to the business is known as (a) Joint venture	1	Q.3 i. Definition feasibility Analysis 4 Benefits	1 Mark 2 marks	3
	iv. The _____ determines whether the project should go forward or not. (a) Feasibility Analysis	1	ii. Definition Franchising with example Explanation of Working point wise	2 marks 3 marks	5
	v. Which of the following is usually include in a business plan? (d) All of these	1	OR iii. Point wise explanation of Steps of Project finalization		5
	vi. Writing a business plan can ensure that an entrepreneur (d) All of these	1	Q.4 i. Definition Business Plan 2 points of significance	1 mark 2 marks	3
	vii. Venture capital is concerned with: (d) All of these	1	ii. Point wise explanation	5 marks	5
	viii. This stage will be completed to finalise a Venture Capital deal (b) Structuring	1	OR iii. Common errors in Business Plan formulation. 5 Errors with explanation	5 marks	5
	ix. Small Industries Development Bank of India (SIDBI) was established in the following year: (d) 1989	1	Q.5 i. Definition of Venture capital with example Attempt any two:		2
	x. The full form of NSIC is: (c) National Small Industries Corporation	1	ii. Stages of Venture Financing Point wise explanation of stages		3
Q.2	i. Definition of concept of entrepreneurship point wise explanation (2 Points)	2	iii. Different sources to an Entrepreneur for financing Venture Point wise explanation with examples		3
	ii. Factors affecting Entrepreneurial growth. 4 Factors- 0.5 mark for each ( 0.5 mark * 4)	2	iv. Explanation of Process for evaluating the Venture Capital		3
			Q.6 Attempt any two:		
			i. Explain different Institutional Support available to Entrepreneurs in India. Pointwise explanation with example- 4 marks		4
			ii. Explain the role of Directorate of Industries in detail. Pointwise explanation with example- 4 marks		4
			iii. Functions of following with example. (a) Small Industrial Development Bank of India (b) State Financial Corporation	2 marks 2 marks	4

Q.7

Case Study

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**Questions:**

(a) Why many women now a day prefer to start their own ventures, rather than pursuing traditional career paths?

(b) Describe the profile of an independent woman entrepreneur with reference to the given case.

Pointwise explanation of both questions with reference to case- 5 marks for each

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