



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM  
Post Graduate Diploma in Materials Management - 2 years  
PAPER No. 19 (enrolment code –CPM, CPS)  
PAPER No. 16 (enrolment code- PMM, PSM, )

Dec 2022

## Entrepreneurship

Date : 17.12.2022

Time : 2.00 pm to 5.00 pm

Max. Marks: 70

Duration : 3 Hrs.

### Instructions:

1. From Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark Total of 20 marks
2. From part B answer any 3 questions out of 5 questions. Each question carries 10 marks – A total of 30 marks
3. Part – C is a case study with 3 sub-questions. Read the case carefully and answer the questions with 20 marks

### PART – A (compulsory)

[20 marks]

Attempt all questions. Each sub-question carries 1 mark.)

#### Q.1 Select the right answers from the given choices

[5 marks]

- 1) Entrepreneurship is a significant source of \_\_\_\_\_ in all aspects of society  
a. Change                      b.. energy                      c.energy
- 2) \_\_\_\_\_ Research is useful in forming new ideas and services  
a. Subjective                      b. objective                      c. Market
- 3) Project \_\_\_\_\_ study determines whether the project is likely to succeed or not  
a. Feasibility                      b. Flexibility                      c. Marketability
- 4). Business finance can be defined as the provision of \_\_\_\_\_ at the time when it is needed  
a. Values                      b. Money.                      c. Mission
- 5) \_\_\_\_\_ is type of financing which the individuals having surplus cash are interested to invest in start ups  
a) Angel investment                      b. Norms                      c. Provisions.

#### Q.2. State True or False

[5 marks]

- 1) The term E-Commerce was coined in the early 1990
- 2) Branding makes employees feel proud and creates a sense of satisfaction
- 3) The enterprise is not required to update technology whatever the current trend may be.
- 4) Crowd funding is a new way of raising funds for the start ups
- 5) There are four stages/steps in the entrepreneurial process

#### Q.3 Abbreviations – expand it

[5 marks]

- 1) IFCI                      2) IDBI                      3) SIDBI                      4) NSIC                      5) ITPO

#### Q.4 Fill in the blanks

[5 marks]

- 1) \_\_\_\_\_ serves as a useful approach for the venture to achieve set of goals
- 2) \_\_\_\_\_ is a process in which the manufacturer of goods is a SME but a large enterprise market the product
- 3) There is a lack of commitment & involvement of \_\_\_\_\_ sector in entrepreneurship development program
- 4) A well managed CSR program helps business organization in increasing \_\_\_\_\_
- 5) The constituent for the development of entrepreneurship sector is support from \_\_\_\_\_ Institutions

**PART B**

**[30 marks]**

**(Attempt any 3. Each question carries 10 marks)**

- Q.5 a)**Who is an entrepreneur and what is entrepreneurship? **[5 marks]**  
**b)**Explain the traits of a successful entrepreneur?) **[ 5 marks]**
- Q. 6. a)**list the parameters/key questions to be addressed while selecting a startup location? **[ 5 marks]**  
**b)**Explain financial feasibility study **[ 5 marks]**
- Q.7.a)**Explain sources of financing new enterprise? **[ 5 marks]**  
**b)**Explain medium term financing **[ 5 marks]**
- Q.8. a)** What is the difference between branding and trademarks **[ 5 marks]**  
**b)** Define warranties and their types **[ 5 marks]**
- Q.9 Write short notes on any two[ 2 x 5 = 10 marks]**  
a)E-commerce.  
b) Ethics in franchising.  
c) Importance of Branding.  
d) Partnership.  
e) Professional vs. Family entrepreneurs.

**PART C**

**[20 marks]**

**Q. 10. Case study – Compulsory**

Raj clothing is a new enterprise (one year old) that deals with readymade garments. It took orders from various customers. The owner wanted to have a team, so that work could be handled effectively. The owner of Raj clothing was new to clothing industry and was not well versed with how to manage various operations. The owner himself used to conduct interviews and hire people as there was no Human resource team. There was no formal induction/ orientation program for the newly appointed people. They were not aware about their roles and responsibilities. Employees were not trained to perform their duties. Customers used to reject Raj Clothing's product on account of poor quality. Operations and work were done in a haphazard manner. Employees remuneration was low compared to industry standards. As a result of demotivated employees' productivity was very low. Operating costs were high, and the enterprise was unable to achieve its anticipated profit. Raj clothing took help from a experience consultant and as per suggestions various improvement plans were introduced. Hiring was outsourced to save cost and to get the right talent. Remunerations was revised at par with local industries. Incentive scheme introduced to improve productivity. Induction/orientation made compulsory for all new recruits. Financial review conducted regularly to see the health of the organization

**Questions:**

- 1.Describe the problem faced by company
- 2.What is the role of Human resource Management in an organization
- 3.what are the remedies suggested by the consultant
- 4.What are the factors to be considered to run a new organization



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