



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Post Graduate Diploma in Logistics & SCM Post Graduate Diploma in Materials Management - 2 years PAPER NO.19 (enrollment code : CPM, CPS)

Dec 2023

PAPER No. 16(enrolment code- PMM, PSM )[OFFLINE EXAM]

### Entrepreneurship

Date : 15.12.2023

Time : 2.00 p.m to 5.00 p.m.

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. Reach 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]

- a) An individual who organizes a business venture and assumes the risk of setting up and running the business venture is called
- i. Entrepreneur      ii. Trader      iii. Stockiest      iv. Franchisee
- b)The idea to launch a product or service based on the needs and aspirations of ?
- i. Customers      ii. Suppliers      iii. Employees      iv. contractors
- c) A group of people sitting together and produces various business ideas?
- i. Group discussion      ii. Brainstorming      iii. AGM      iv. None
- d). Method of accumulating information pertaining to products or services that is already prevalent in market
- i. Market potential study      ii. Market Research      iii. Product analysis      iv. Market needs
- e) CSR is applicable to -----
- i. Private sector      ii. Public sector      iii. NGOs      iv. Private and Public sector both

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

[5 marks]

- a) Business finance is the money or capital employed in the business
- b) Working capital represents the operating liquidity of a business
- c) The period that is required to convert cash back into cash is called operating cycle
- d) Sole proprietorship is a form of business in which the ownership of business is with more than one person
- e) Export oriented units are those units that are established for exporting the whole production of goods

#### Q.3 Expand the abbreviations

[5 marks]

- a) SME      b) IDBI      c)ITPO      d) TCSR D      e) GRI

#### Q.4. FILL IN THE BLANKS

[5 marks]

1. The term CSR implies all positive efforts made by a business organization for the betterment of \_\_\_\_\_
2. The key constituent for the development of entrepreneurship sector is support from \_\_\_\_\_ institutions

3. Start up India is flagship programme by GOI with an aim to promote \_\_\_\_\_ culture and establish a viable and inclusive environment for creativity and entrepreneurship in India.
4. \_\_\_\_\_ is a contract in written for selling the products or services of owner in return of a specified fee.
5. E commerce does not offer a chance to \_\_\_\_\_ products prior to buying

### **PART B**

**{30 marks}**

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

**Q 5.**

- a) Describe various types of Entrepreneurs **(5 marks)**
- b) Describe the entrepreneurial motivation **(5 marks)**

**Q 6**

- a) Describe how to develop a business plan? **( 5 Marks)**
- b) Describe feasibility studies **(5 marks)**

**Q 7.**

- a) What are the sources of financing a new enterprise ? **(5 marks)**
- b) Describe the venture capital funding **(5 marks)**

**Q 8.**

- a) Explain the role of small scale industries in economic development **(5 marks)**
- b) Explain the organizational structure of a small scale enterprise **(5 marks)**

**Q 9. Write short notes on any two.**

**(2 x 5 = 10 marks)**

- |                                 |                          |
|---------------------------------|--------------------------|
| a) Status of Start-ups in India | b) Types of Franchising  |
| b) Evolution of E-commerce      | d) Branding vs Trademark |

### **PART C**

**[20 marks]**

**Q 10. Read the case given below carefully and answer the questions at the end.**

Sorav fascinated by internet and addicted to it and he wanted to start his own business related to internet application. But his father wanted him to join his family business but Sorav was not keen to join the family business. He started a company, with 4 team members and supported customers by helping them in content writing. He understood the pulse of the customer and satisfied them by fulfilling their needs. Sorav was very much interested in Digital trends in India and started exploring audience/customer **needs**.

During the initial days he approached his father for funding his business mainly to pay salary to his employees. But father did not help him. He has to look for other alternatives to raise funds.

He managed himself to generate funds by utilizing his own savings (**self funding/Boot strapping**) and used the funds for advertising. and the results were encouraging and started getting orders from overseas customers and financially strong enough to manage the business. He concentrated mainly on content writing and digital marketing. Sorav ventured into multiple income generation business including training to customers so as to improve the income growth.

He stressed the need of **4Cs, Clarity, Content, Cash opportunity and Consistency**. He believed that you should be passionate and skilled, should have clarity on various ideas.

**Content** - understand Current state of mind and desired state of mind of the customer and decide how to help the audience. Cash opportunities: Diversify wherever required and ensure consistency in quality and delivery. Sorav became famous and started getting awards for achievement and his father felt very good and appreciated his efforts in Digital marketing.

**Questions:**

1. What are challenges faced by Sorav? How Sorav managed to generate funds?
2. What are the qualities required to become an entrepreneur?
3. What are the 4Cs practiced by the company?
4. Based on the learning from the case and list the traits of successful entrepreneur.