

INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics &SCM

Post Graduate Diploma in Materials Management - 2 years PAPER No. 16(enrolment code- PMM, PSM,)[ONLINE EXAM]

Dec. 2023

Entrepreneurship

 Date:
 15.12.2023
 Max. Marks: 70

 Time:
 2.00 p.m to 5.00 p.m.
 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 totalof 30 marks
- 3. Part C is a case study with 3 sub-questions. Reach the case carefully and answer the questions with 20 marks

			-	compulsory) th sub-question	carries 1 ma	[20 marks] ark.)			
ဍ.	1 Select the right ar	nswers from the	given choice	es	[5	marks]			
	a) An individual who i. A leader	starts, creates, ii.A manager	_	a new business o professional	an be called iv. An entr				
	b) Ais a obtain a high rate i. Entrepreneur		estments.	o makes risk inve	estment from iv. Buyer	a pool of equity cap	ital to		
	c) In which of the fo in profits and also i. Nominal partr	unlimited liability		•	rtnership to o				
	d). Which of the follo	owing does NOT ii. Pate		lectual property? angible assets	iv. Copyrig	yht			
	ii. The natural e	ave a responsibienvironment should be a responsible a complex	lity for their im uld be the mai cissue	pact on society a	nd environme				
Q .	2. State True or Fals	se			[5	marks]			
	a)Primary motivation	of entrepreneu	r for starting a	business is to ma	ike money				
	b) Bill discounting is	one of the source	es of short-ter	rm financing.					
	c) Product width shows the total number of products in an organization's product-mix.								
	d) Business Ethics help to check business malpractices								
	e) Glass is used for	packing liquid pr	oducts						
Չ.	3 Expand the abbre		c) FTP	d) SIDCO	[5 e) NSIC	marks]			

Q.4 Match the following

[5 marks]

	Column A		Column B	
1.	Entrepreneur	Α	Boot-strapping	
2.	Self-funding	В	Transfer of Technology	
3.	Airtel	С	Service brand	
4	Franchising	D	Amazon.com	
5	E-brand	Е	Risk taker	

PART B

{30 marks]

(Attempt any 3. Each question carries 10 marks)

Q 5.

- a) What do you understand by the term "Entrepreneur"? discuss the common characteristics of a successful entrepreneur.
 (5 marks)
- b) An ideal business plan should be free from errors as it will enhance investors' faith in the idea of the entrepreneur. Explain this statement and bring out the common errors in business plans. (5 marks)

Q 6.

- a) Explain the factors which must be considered for effectively managing a new enterprise. (5 marks)
- b) Discuss the factors which must be considered when selecting a form of business organization.

(5 marks)

Q 7.

- a) What are the export promotional schemes launched by government of India for small scale enterprises? (5 marks)
- b) Explain Entrepreneurship Development Program in India and the need for such programs

(5 marks)

Q 8.

a) Discuss the importance of CSR for Business Organizations

(5 marks)

- Explain the Make in India movement launched by Government of India. What does the Make in India Logo depict?
 (5 marks)
- Q 9. Write short notes on any two.

 $(2 \times 5 = 10 \text{ marks})$

- a) Importance of Business Ethics
- b) Startup India
- c) Challenges faced by E-commerce
- d) Types of Franchising

PART C

[20 marks]

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

Bhavik and Ratul were two students studying hotel management course. They hailed from Kolkata and Pune respectively. They became good friends during the course of their education. Bhavik hailed from an upper class family with his parents in influential Government jobs. Ratul hailed from a lower middle class family with his single parent. His mother depends on farming for their livelihood. They both shared an ambition to become successful in life. They both were intelligent and were creative and both were intent on starting restaurant in one of their respective places by the name Khana Khazana. Bhavik was against the idea of Ratul starting her clinic in a Pune. He felt that people of Pune already have so many options of restaurants that they won't explore new one. Bhavik had a strong view that people of Pune are more into fast food as majority of the population of Pune are out-station students and the concept which they have for their restaurant, which is homemade food, won't be accepted by the population of Pune. But Ratul was strong in his view that because the crowd is youth and most are away from home so they will love to have homemade food

Questions

- a) What are the characteristics of a good entrepreneur Bhavik and Ratul are missing because of which it is taking time for them to come to conclusion about the venture? (5 marks)
- b) This business is example of which type of entrepreneurs? (5 marks)
- c) What funding options they can explore? (5 marks)
- d) What is your suggestion for them to become successful entrepreneurs? (5 marks)