



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, CMM, CSM)

PAPER No. 19 (enrolment code- CPM, CPS)

Entrepreneurship

Dec 2024

Date: 20.12.2024

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) The process of ----- involves setting up a new venture with the help of composite skills
(i) Planning (ii) Operation (iii) Governing (iv) Entrepreneurship
- b) ----- refers to the number of products within a product line.
(i) Depth (ii) Width (iii) Length (iv) Consistency
- c) A ----- partner does not contribute capital and also does not have any share in the profits.
(i) Dormant partner (ii) Nominal partner (iii) Partner by estoppel (iv) Active partner
- d) Which of the following is **inconsistent** in the context of entrepreneur?
(i.) Business owner (ii). Risk taker (iii). Production (iv) Searches business opportunities
- e) One of the foremost tasks of a start-up is to seek ----- from various sources
(i) Ideas (ii) Capital (iii) Plans (iv) Training

Q.2. State True or False [5 marks]

- a) Managerial training is a characteristic of entrepreneurship
- b) Working capital is the excess of current assets over current liabilities
- c) Brand and Trademark are same
- d) Ensuring equal regional development across the nation is one of the objectives of Entrepreneurship Development Program
- e) A Sole Proprietorship Firm has to be compulsorily registered.

Q.3 Abbreviations – expand it [5 marks]

- a) BR b) IFCI c) STP d) GRI e) EDII

Q.4 Match the following [5 marks]

	Column A		Column B
1.	Entrepreneurship	A	Financial analysis
2.	Cost of start-up	B	Limited liability
3.	Brand	C	Product image
4	Private Company	D	Unique Features
5	Specialty Products	E	Vision

PART B

[30

marks]

(Attempt any 3. Each question carries 10 marks)

Q 5.

- a) Entrepreneurs are the backbone of any economy. Discuss this statement and explain the reasons why entrepreneurship plays an imperative role in the economy. **(5 marks)**
- b) Generation and analysis of business ideas are integral aspects of the entrepreneurial process. In this context, explain the different ways of generating business ideas. **(5 marks)**

Q 6.

- a) Money is considered as the bloodline for any enterprise. What are the sources of financing available for a new enterprise? **(5 marks)**
- b) What are cooperative organizations? Explain with examples. What are the characteristics of cooperative organizations? **(5 marks)**

Q 7.

- a) Explain the organizational structure of a small-scale enterprise. **(5 marks)**
- b) Discuss the need for Entrepreneurship Development Program. **(5 marks)**

Q 8.

- a) Explain how Corporate Social Responsibility (CSR) benefits a business organization. **(5 marks)**
- b) Discuss the significance of National Skill Development Mission. **(5 marks)**

Q 9. Write short notes on any two.

(2 x 5 = 10 marks)

- a) Factors affecting Product Mix
- b) Startup India
- b) E-commerce suitability in small enterprises
- c) Types of Franchising

PART C

[20 marks]

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

Sanjay Nandrajog, is the Chief Executive Officer of *FieldFresh Foods* Private Limited. The company was incorporated in 2004 with the vision of linking Indian fields to the world. India had a number of natural advantages to become a major power in agriculture. However, a poor infrastructure and an antiquated regulatory regime had stymied efforts to unleash India's promise. FieldFresh hoped to overcome those challenges to bring India to the forefront of the world's agriculture.

Initially the company had been through a phase of experimentation where it tried different sourcing models, logistical options, and crops. After less than stellar results, the company decided to concentrate on one crop, baby corn. Over the next 24 months, the FieldFresh team adapted logistics to overcome crowded and crumbling roads, irregular power supply, and bureaucratic procedures. The company worked with thousands of farmers to gain their trust. By 2010, the FieldFresh team had been able to create an efficient supply chain for baby corn across Punjab and Maharashtra at all levels. It included input delivery, credit, irrigation, and timely scientific advice, production as per specifications of European market, careful harvesting, improved produce handling, clean and fast transportation, and proper management of cold chain storage environment, gaining safety certification, as well as grading, packaging, and labelling to meet international standards.

Now Nandrajog had to consider the following questions to formulate a plan of action.

Questions

- (a) Should FieldFresh grow opportunistically into different foreign markets? **(4 marks)**
- (b) Should FieldFresh continue to focus on baby corn, or expand the range of products it would supply? **(4 marks)**
- (c) Should FieldFresh continue to maintain its primary export focus, or shift relative emphasis to the growing domestic market? **(4 marks)**
- (d) What factors should FieldFresh consider before deciding on a plan of action? **(4 marks)**
- (e) What are your suggestions to FieldFresh? **(4 marks)**