



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Post Graduate Diploma in Logistics & SCM Post Graduate Diploma in Materials Management - 2 years PAPER No. 19. b ( Enrollment code PGMM, PGSM) Entrepreneurship & New Ventures

DEC 2025

Date: 23.12.2025

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

Max. Marks: 70

Duration: 3 Hrs.

### Instructions:

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

Total 20 marks

Total 30 marks

Total 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) Entrepreneurship refers to:
- |   |  |
|---|--|
| <i>i. Managing an existing business</i> | <i>ii. Starting and operating a new business venture</i> |
| <i>iii. Working as an employee</i>      | <i>iv. Selling products door-to-door</i>                 |
- b) Which of the following is **NOT** a characteristic of an entrepreneur?
- |                       |                       |                                  |                   |
|-----------------------|-----------------------|----------------------------------|-------------------|
| <i>i. Risk-taking</i> | <i>ii. Innovation</i> | <i>iii. Dependence on others</i> | <i>iv. Vision</i> |
|-----------------------|-----------------------|----------------------------------|-------------------|
- c) The term "Venture Capital" refers to:
- |   |                                       |
|---|---------------------------------------|
| <i>i. Funds from family and friends</i>                       | <i>ii. Long-term loans from banks</i> |
| <i>iii. Equity financing provided to high-growth startups</i> | <i>iv. Government subsidy</i>         |
- d). Which government document legally protects an invention?
- |                 |                     |                      |                             |
|-----------------|---------------------|----------------------|-----------------------------|
| <i>i Patent</i> | <i>ii Copyright</i> | <i>iii Trademark</i> | <i>iv License agreement</i> |
|-----------------|---------------------|----------------------|-----------------------------|
- e) Which of these is an internal source of finance?
- |                      |                            |                              |                              |
|----------------------|----------------------------|------------------------------|------------------------------|
| <i>i. Bank loans</i> | <i>ii. Venture capital</i> | <i>iii. Angel investment</i> | <i>iv. Retained earnings</i> |
|----------------------|----------------------------|------------------------------|------------------------------|

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

**[5 marks]**

- A business plan is necessary only after the business has started operating
- Innovation is a key characteristic of successful entrepreneurs.
- A venture capitalist provides funding but does not take ownership in the business
- Entrepreneurs should ignore failure because it has no benefit
- Scalability refers to a business's ability to grow without major increases in cost.

#### **Q.3 Abbreviations – expand it**

**[5 marks]**

- |        |         |        |         |         |
|--------|---------|--------|---------|---------|
| a) SFC | b) MSME | c) STP | d) EDII | e) SIDO |
|--------|---------|--------|---------|---------|

#### **Q.4 Match the following**

**[5 marks]**

	Column A		Column B
1.	Brainstorming	A	Self-funding
2.	Boot-strapping	B	Limited liability
3.	Venture capital funding	C	Accel partners
4	Private Company	D	Loans without collateral
5	MUDRA Yojana	E	Idea generation

## PART B

[30 marks]

(Attempt any 3. Each question carries 10 marks)

Q 5.

- a) Entrepreneurs bring in overall change through innovation for the maximum social good. In this context, discuss the functions an entrepreneur is expected to perform to achieve this objective. (5 marks)
- b) As an entrepreneur, you have prepared a business plan to give shape to your idea. Since certain mistakes may happen, you may need to revisit your plan and make frequent revisions. In this connection, discuss some of the common errors which may occur in the business plan and how to avoid them. (5 marks)

Q 6.

- a) An entrepreneur needs to choose appropriate sources of raising finance for his business. Discuss different types sourcing options which the entrepreneur may explore for his business. (5 marks)
- b) Partnership is one of the forms of business ownership which an entrepreneur may consider for his new enterprise. Explain the characteristics of partnership and the advantages and disadvantages of this form of ownership. (5 marks)

Q 7.

- a) Small scale enterprises often face many challenges to function in the market. Explain some major problems faced by these enterprises in India. (5 marks)
- b) “Brand” and “Trademark” are two entirely different things. Elaborate on this statement and explain two concepts and bring out the differences between the two. (5 marks)

Q 8.

- a) Entrepreneurship Development Program aims to facilitate individuals to shape into spirited entrepreneurs. In this context, explain the reasons for having Entrepreneurship Development Programs in India. (5 marks)
- b) “Small and Medium Enterprises (SMEs) adopting Corporate Social Responsibility (CSR) practices will be economically benefitted”. Do you agree with this statement? If so, bring out the key benefits that SMEs can derive with the help of well-defined CSR agenda. (5 marks)

Q 9.

- a) National Skill Development Mission was launched by Government of India in July 2015. In this context, explain the aims and objectives of this mission. (5 marks)
- b) Franchising as a model for business expansion is influenced by several internal and external factors that affect its success. In this context, discuss some important factors that influence franchising business in India. (5 marks)

## PART C (Compulsory)

[20 marks]

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

Aisha, a 22-year-old business graduate, is passionate about sustainability and healthy living. During her internship at a beverage distribution company, she learned that most ready-to-drink beverages generate large plastic waste and rely on artificial flavors. She noticed an emerging consumer trend toward natural, eco-friendly products, especially among young adults.

After graduating, Aisha decided to create GreenSip, a start up offering flavored water infused with real fruits and packaged in biodegradable bottles made from plant fibre. To test the concept, she produced 200 sample bottles and distributed them at a local fitness festival in exchange for feedback. The response was overwhelmingly positive—80% of respondents said they would purchase the product if available in stores.

Encouraged by this validation, Aisha began refining her business model. She explored sourcing materials from local farmers and partnered with a small eco-packaging supplier. However, challenges soon emerged: biodegradable bottles cost 45% more than standard plastic, and her projected selling price was higher than average market prices. Retailers expressed interest but requested lower wholesale prices.

Aisha now faces critical decisions. She must evaluate funding options — personal savings, a bank loan, or pitching to angel investors. She’s also unsure whether to scale production aggressively or start small using online sales and farmers’ markets to keep costs manageable. Additionally, she must refine her marketing strategy to highlight the unique value: health + sustainability.

Aisha’s long-term vision is to expand into schools and corporate offices, encouraging environmentally responsible consumption. But before taking the next step, she needs to determine whether GreenSip is financially viable and scalable.

### Questions

- a) Identify the entrepreneurial opportunity Aisha recognized.
- b) Which type of innovation does GreenSip represent (product, process, or business model)? Explain.
- c) What are the risks and challenges Aisha is facing?
- d) Suggest funding options suitable for Green Sip’s early stage.
- e) Recommend a go-to-market strategy for Aisha.