



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics & Supply Chain Management

Post Graduate Diploma in Materials Management- 2 years

Dec 2025

PAPER No. 16 (enrolment code- PMM, PSM,CMM, CSM)

Entrepreneurship

Date : 20.12.2025

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

Max. Marks : 70

Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 20 marks. **Total : 30 Marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total : 20 Marks**

PART – A [20 Marks]

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

Q.1 Select the right answers from the given choices [5 marks]

- a) Government can help in forming a new venture by providing
 (i) Finance (ii) Technology (iii) Infrastructure (iv) Funds
- b) The main **disadvantage** of a general partnership is -----
 i) Unlimited liability of the partners ii) Disagreement amongst the partners
 iii) Shared management iv) Difficulty of termination
- c) Which is **NOT** a characteristic of corporate social responsibility?
 i) Product Safety ii) Consumer rights iii) Environmental policies iv) Price-fixing
- d). Networking by innovative entrepreneurs may be most encouraged by -----?
 i). Science parks ii). Business incubators
 iii). Chambers of commerce iv). Business associations
- e) The dimension of e-commerce that enables commerce across national boundaries is -----
 i) Interactivity ii) Global reach iii) Richness iv) Ubiquity

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

- a) Primary motivation of entrepreneur for starting a business is to make money
- b) The location of a start-up impacts on the ability of the organization to promote itself
- c) Dormant partner takes active part in the routine functioning of partnership firm
- d) Entrepreneurial development is the key to achieve all round economic development
- e) Business ethics is different from code of conduct.

Q.3 Abbreviations – expand it [5 marks]

- a) EOU b) TCSR c) ESG d) NSIC e) IFCI

Q.4 Match the following [5 marks]

	Column A		Column B
1.	Franchising	A	Risk taking
2.	Entrepreneurs	B	Perpetual Life
3.	Business Plan	C	Activities to be performed
4	Public Company	D	Airtel
5	Service Brand	E	Contract for a fixed period

PART B

{30 marks}

(Attempt any 3. Each question carries 10 marks)

Q 5.

- a) You are an entrepreneur aspiring to bring in overall change through innovation for the maximum social good. Explain briefly what functions would you carry out to succeed in this role. **(5 marks)**
- b) You have been commissioned to prepare an estimation of the financial requirements for a new business. Discuss the various sources of finance which you will consider for both long-term and short-term requirements. **(5 marks)**

Q 6.

- a) You have been able to successfully set up a new enterprise after obtaining finance from various sources. Now you find that managing the enterprise poses new challenges. How would you go about this task? What factors you need to consider for managing the new enterprise effectively? **(5 marks)**
- b) There are various forms in which business organizations are structured depending upon different factors. As an entrepreneur what factors would you consider while selecting a suitable structure for your business? **(5 marks)**

Q 7.

- a) "Large enterprises are really not competitors to small-scale enterprises". Do you agree with this statement? Justify your answer bringing out the link between small and large enterprises **(5 marks)**
- b) Brands and Trademarks are quite different from each other. Bring out the important differences between the two and discuss different types of brands. **(5 marks)**

Q 8.

- a) Corporate Social Responsibility (CSR) is an ethical way to operate and contribute to the health and welfare of society. Discuss this and bring out the benefits accrued to stakeholders by embedding CSR in business organizations. **(5 marks)**
- b) Discuss the initiatives being taken by Government of India for Entrepreneurship Development in the country. **(5 marks)**

Q 9. Write short notes on any two.

(2 x 5 = 10 marks)

- a) Sources of financing a new enterprise
- b) E-commerce in small enterprises
- c) Status of Start-ups in India
- d) Importance of Business Ethics

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 an experienced consultant and as per suggestions various improvement plans were introduced as under:

- Hiring was outsourced to save cost and to get the right talent.
- Remunerations was revised at par with local industries.
- Incentive scheme was introduced to improve productivity.
- Induction/orientation was made compulsory for all new recruits.
- Financial review was conducted regularly to see the health of the organization

Questions:

1. Describe the problem faced by company **(5 marks)**
2. What is the role of Human resource Management in an organization **(5 marks)**
3. what are the remedies suggested by the consultant **(5 marks)**
4. What are the factors to be considered to run a new organization **(5 marks)**