



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

**June 2023**

### Entrepreneurship

Date : 16.06.2023  
Time : 2.00 p.m to 5.00 p.m.

Max. Marks: 70  
Duration : 3 Hrs.

#### Instructions:

- From Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark Total of 20 marks
- From part B answer any 3 questions out of 5 questions. Each question carries 10 marks – A total of 30 marks
- Part – C is a case study with 3 sub-questions. Read 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) Which of the following is **NOT** a characteristic of entrepreneurship?  
i. Risk taking      ii. Innovation      iii. Creative thinking      iv. Managerial training
- b) Which of the following is **inconsistent** in the context of entrepreneur?  
i. Business owner   ii. Risk taker      iii. Production      iv. Searches business opportunities
- c) Which of the following is a type of financing for start-ups by individuals having surplus cash are interested to invest?  
i. Crowd funding   ii. Angel investment      iii. Self-funding      iv. Credit cards
- d). The term Capitalization is used in relation to -----  
i. Partnership      ii. Sole proprietorship      iii. Joint-stock companies      iv. Co-operative Societies
- 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) Entrepreneurship is also affected by non-motivational factors.
- b) Long-term financing is also known as working capital
- 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 do not play role in the survival of the business.

#### Q.3 Abbreviations – expand it [5 marks]

- a) SFC   b) SSI      c) EOU      d) TCSR      e) MDI

#### Q.4 Match the following [5 marks]

	Column A		Column B
1.	Entrepreneurship	A	Activities to be performed
2.	Business Plan	B	Brand Value
3.	Public Company	C	Perpetual life
4	Specialty Products	D	Vision
5	CSR Program	E	Unique Features

PART B

{30 marks}

(Attempt any 3. Each question carries 10 marks)

Q 5.

- a) Compare and contrast how Professional and Family Entrepreneurs differ on various parameters (5 marks)
- b) What is a Business Plan? Explain the various steps involved in writing a business plan (5 marks)

Q 6.

- a) What do you understand by Venture Capital Funding? What are the characteristics of venture capital firms how do they operate? (5 marks)
- b) Explain about Cooperative Organization as a form of Business Organization. What are the advantages and disadvantages of this type of organization? (5 marks)

Q 7.

- a) Discuss the role of small-scale industries in economic development. (5 marks)
- b) What is Product-mix? What factors affect the product-mix of a firm? (5 marks)

Q 8.

- a) Discuss the problems affecting Entrepreneurship Development Program. (5 marks)
- b) The concept of Corporate Social Responsibility (CSR) has emerged as a new driver to measure the success of a business enterprise. What benefits accrue by embedding CSR in business organizations? (5 marks)

Q 9. Write short notes on any two.

(2 x 5 = 10 marks)

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

PART C

[20 marks]

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

**CASE STUDY**

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. Field Fresh 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— input delivery, credit, irrigation, timely scientific advice, production as per specifications of European market, careful harvesting, improved produce handling, clean and fast transportation, proper management of cold chain storage environment, gaining safety certification, as well as grading, packaging, and labeling to meet international standards.

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

**Questions**

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

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