



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No. 16 [Enrollment code CMM, CSM]

June 2024

PAPER No. 19 (enrolment code- PMM, PSM,CMM, CSM) [OFFLINE EXAM]

Entrepreneurship

Date: 14.06.2024

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. 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) An entrepreneur's primary motivation for starting a business is:
i. To make money ii. To be independent iii. To be famous iv. To be powerful
- b) A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit can be regarded as:
i. Social Entrepreneur ii. Ecopreneur iii. Technopreneur iv. Intrapreneur
- c) Which industrial sector promotes small-scale businesses and has entry barriers?
i. Service ii. Manufacturing iii. Distribution iv. Agriculture
- d). The business plan should be prepared by
i. Consultants ii. Engineers iii. Entrepreneurs iv. Small business administration services
- e) Which one of the following is **NOT** a source of idea generation?
i. Consumers ii. Government iii. Brainstorming iv. Training

Q.2. State True or False

[5 marks]

- a) Brainstorming is a fruitful method of idea generation.
- b) Long-term financing is also known as working capital.
- c) Cooperative organizations are subject to government control.
- d) Business ethics is different from code of conduct.
- e) Franchising and Licensing are same concepts.

Q.3 Abbreviations – expand it

[5 marks]

- a) IDBI b) SSI c) EOU d) ESG e) MDI

Q.4 Match the following

[5 marks]

	Column A		Column B
1.	Entrepreneur	A	Idea generation
2.	Environmental scanning	B	Marketing strategy
3.	Cement	C	Industrial product
4	Franchising	D	Airtel
5	Service brand	E	New venture

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. Explain this statement and identify the functions performed by an entrepreneur. **(5 marks)**
- b) What is a business plan? Explain the procedure for formulation of a business plan. **(5 marks)**

Q 6.

- a) What is "Venture Capital"? how does the venture capital funding operate? Illustrate your answer with an example of a venture capital firm and the start-ups financed by the firm. **(5 marks)**
- b) Discuss the Joint-stock company form of business organization. Bring out the advantages and disadvantages of this form of business organization. **(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) 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)**

Q 8.

- a) The base of ethics in India is derived from various forms of scriptures, ideas, and Vedas. In this context, discuss the ethical values on which the corporate culture of India is based. **(5 marks)**
- b) What is Franchising? Explain the different types of franchising with examples. **(5 marks)**

Q 9. Write short notes on any two.

(2 x 5 = 10 marks)

- a) Entrepreneurship Development Program in India
- b) Make in India initiative
- c) Evolution of E-commerce
- d) Characteristics of a successful entrepreneur

PART C

[20 marks]

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

CASE STUDY

Year by year the population of world is increasing but resources are not increasing with the same proportion. India is the second most populated country in the world and most of its population is settled in villages. The gap between urban and rural sectors is increasing exponentially. Success of new economic trends such as microfinance and increasing number of companies in the rural sectors indicate that there exists a large untapped market. In the current scenario, rural markets and self-help groups have gained significance. Many institutes both profit and non-profit are focusing on rural entrepreneurship.

Danapur is village near Patna, with a population of 250 families. It is far from all the amenities of an urban area be it good transportation facility or 24-hour electricity because of which infrastructure, education and employment opportunities are inadequate. The main source of income in the village is agriculture which is around 1000 INR per month. As agriculture related activities are seasonal the women in the village do knitting, sewing and allied activities when they are not engaged in agricultural activities. The knitting work done by these women are exceptional and can compete with high end designers.

Questions

- a. Do this rural people need an entrepreneur who can help them to reach to right buyer.
- b. What are the other business options available for these villagers can when they are not doing activities related to agriculture?
- c. What sources of finance are available for the entrepreneur?
- d. What marketing support can be provided to the villagers?