



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Supply Chain Management & Logistics

Post Graduate Diploma in Materials Management- 2 years

JUNE 2025

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

Entrepreneurship

Date : 20.06.2025

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]

- 1) A process in which the manufacturer of goods is the small-scale enterprise but large enterprise markets the Products with its brand
a. Franchising b. Merchandising c. Sub-contracting d. None
- 2) An Individual who starts, creates and manages a new business can called as
a. Leader b. Manager c. professional d. Entrepreneur
- 3) Minimum number of members required to form a private limited company
a. 2 b. 3 c. 4 d. 7
- 4). LLP means
a. Limited liability Partnership b. Limited liability proprietor c. limited liability protocol d) none
- 5) Entrepreneurs are regarded as the catalysts of the nation's economy and _____ generators
a) Profit b. Employment c. skill d. none

Q.2. State True or False

[5 marks]

- 1) Internet has enabled entrepreneurs to reach their target markets and even cover vast geographical regions
- 2) E -commerce serves as a platform for buyers and sellers to buy and sell products, transfer funds and exchange Data
- 3) The enterprise is not required to update technology, whatever may the current trend
- 4) Make in India focused on 25 economic sectors for creating employment and developing skills
- 5) EDII formed in 1983, supported by various financial bodies such as IDBI, IFCI, ICICI and SBI

Q.3 Abbreviations – expand it

[5 marks]

- 1) EOM 2) ROI 3) SIDBI 4) NSIC 5) IPO

Q.4 Fill in the blanks

[5 marks]

1. The prime objective of an entrepreneurial development program is to _____ potential entrepreneurs
2. Well managed CSR programme helps business organisation in increasing _____
3. -----among candidates forms a critical aspect of entrepreneurship development program

4 _____ is process in which an organisation creates its name, symbol/design which can be easily identified

5. Micro enterprises can do a max. investment of _____ lakhs (in the manufacturing industry)

PART B

[30 marks]

(Attempt any 3. Each question carries 10 marks)

Q.5 a) Who is an entrepreneur and what is entrepreneurship? **[5marks]**
b) Explain the traits of a successful entrepreneur? **[5marks]**

Q. 6. a) Explain the factors which must be considered for effectively managing a new enterprise? **[5marks]**
b) Explain financial feasibility study **[5marks]**

Q.7. a) Explain sources of financing new enterprise? **[5 marks]**
b) Explain medium term financing **[5 marks]**

Q.8. a) What are the export promotional schemes launched by Government of India for small scale enterprise **[5marks]**
b) Explain Entrepreneurship Development program in India and the need for such programme **[5marks]**

Q.9 Write short notes on any two[2 x 5 = 10marks]
a) E-commerce. b) Ethics in franchising.
c) Importance of Branding. d) Partnership.

PART C

[20 marks]

Q. 10. Case study – Compulsory

Grand institute is an institute that conducts entrepreneurship development programs at the outskirts of Bangalore. The institute is two years old and was facing difficulties in providing quality training to the prospective entrepreneurs. Firstly, the institute was located at a remote location which was arduous for people to locate and also it was difficult to commute from home to institute as it was located far from city. The institute lacked proper training infrastructure such as microphone, overhead projector, furniture etc

Even the faculty appointed by the institute showed a lackadaisical attitude and did not take keen interest in teaching. The method of selecting the candidates was also flawed as there was no proper aptitude test or scrutiny. Whosoever came to get enrolled for that program was given admission. The course and curriculum did not have the basic aspects of entrepreneurship development program such as educating about institutes providing support, which financial institution to approach for funds, performing feasibility studies etc. Even after completion of the program, there was no evaluation performed to check how many candidates have established their own enterprise and feedback on how they are functioning. The owner decided to change the way institute is functioning. He emulated a government run institute in urban area and incorporated the required change. Firstly, the institute decided to appoint more enthusiastic and motivated trainers with lot of practical knowledge to impart training the infrastructure of the institute was revamped and installed quality equipment. Institute started on line classes to attract people from different locations who could not commute to the institute. The course and curriculum were aligned with the fundamentals of entrepreneurship development program. The process of admission to the program changed to get the right candidate.

Questions:

1. Identify the problem areas that troubled the institute **[5marks]**
2. What was missing in the curriculum? What corrective action you suggest **[5marks]**
3. Explain selection process lacunas/shortcomings **[5marks]**
4. What are the corrective taken to improve the effectiveness of entrepreneurship education **[5marks]**
5. How to measure the effectiveness and worth of a programme **[5marks]**