

MBEN 3001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Entrepreneurship

ENTREPRENEURSHIP DEVELOPMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define Entrepreneurship. Explain the scope of entrepreneurship in India.
2. What are the characteristics of a successful entrepreneur?
3. Describe the role of Government in entrepreneurial development.
4. Analyse the sources of business ideas.

5. Discuss the various feasibility studies conducted by an entrepreneur.
6. Write a note on Micro Finance.
7. What is BEP analysis? What are its uses?
8. Write a note on 'marketing plan'.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Describe the problems of entrepreneurs. Suggest measures to overcome the problems.
10. Explain the different phases of Entrepreneurial Development Programme.
11. Discuss the factors affecting the entrepreneurial environment.
12. Enumerate the role of Self Help Groups in uplifting women.
13. List out the contents of a Project Report.

finds their attitude not only unhelpful positively inimical. She also wonders that no one in the authority really looks into the problem of small scale units.

- (a) According to you, what are the reasons for the failure of the above entrepreneur?
- (b) Suggest a suitable solution and Rehabilitation process for Mrs. Sundari.

14. State the differences between entrepreneurial behaviour and managerial behaviour.
15. What are the qualities of a successful manager?
16. Discuss the role and functions of various institutions in entrepreneurial development.

PART C — (1 × 20 = 20 marks)

Case study – Compulsory.

17. Mrs. K.Sundari is a young and energetic lady with tremendous entrepreneurial zeal. When she was studying in the college, she planned to establish a unit of her own. After getting M.A. degree, she applied for a shed in DSIDC under its scheme for employment for educated unemployed and got one. Thus in 1978, this young lady fresh from college and not married, set about establishing and running a small unit.

Fortunately “she started manufacturing of PVC electrical cables and wires” as her product line, a line in which she had no background. After deciding on PVC cables, as her product line, she

was determined to make a success of it. She took a three months training course in the line organized by DSIDC and she was ready to start. Thus was born her unit H.P. Industries, located at Okhla Industrial Complex, Phase II, New Delhi.

During 1978-79, her turnover crossed Rs. 2 Lakhs in the every first year of her operations. By November 1979 her turnover was about Rs. 3 Lakhs. However during November 1979, a major theft took place and the copper wires worth about Rs.35000 were stolen. And from then on she had been facing all sorts of problems primarily with her banker.

Earlier she had asked her banker to get her an insurance cover for her unit including coverage against theft. The bank officials ignored her instructions regarding insurance against theft with the result that she had to bear the loss of Rs.35,000 herself. This subsequently led the bank authorities to apply its clamps on any further credit facilities to her.

In the mean time she got married. She had sold off their car, her husband left his job to join her and to put in his Provident Fund collections in the unit and jointly they initiated the process of self-revival without any support from the bank or any other financial institution. Most of the entrepreneurs would have rolled down the shutters in face of such heavy odds, but she is differently made, she is bent upon reviving her unit, no matter what the hardships are.

She was unaware of the so-called Government support to the small scale entrepreneurs. She recalls that she was keen to do well in her enterprise. Her first step was to get her cables and wires approved by the Government Test House Alipore against ISI standards. The result was she was able to secure orders from such large business houses as Ralli Fans etc. If only there was some guidance, some help and some sympathetic attitude from financial institutions, her problem would have been solved. As for the banks, she

MBEN 3002

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Entrepreneurship

PROJECT FORMULATION AND APPRAISAL

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. Explain the importance of agricultural project.
2. What are the different types of projects?
3. Explain the concept of BOOM and BOOT.
4. Briefly explain project identification for an existing company.
5. Substantiate scouting and screening of project ideas.
6. How will you do a feasibility analysis?
7. What is social cost benefit analysis? Explain.
8. Explain managerial and technical project appraisal.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

9. "The project is concerned with creating a new system and transforming an old one and is itself a system" – Explain.
10. What is project life cycle? Explain its significance and stages.
11. What are the basic criteria for selecting the best project opportunities in India? Discuss.
12. How a project is formulated? Explain the steps? What are the stages of project formulation?
13. Explain the concept of Government revenue. Does really projects contribute government revenues. Substantiate.
14. Illustrate the factors contributing for selecting the project in the political environment.
15. Examine the important role of social welfare sector projects in Tamil Nadu.
16. Describe the scope, contents and proforma of a project report.

PART C — (1 × 20 = 20 marks)

Case study – Compulsory.

17. KMC garments, a manufacturing company in apparels exporting to European countries. Quality of the finished product and meeting the time schedule is the competitive strength of the company. Even though new orders were lining up the company is not showing interest because of the overload already committed. Recently the company is facing problems due to the scarcity of electrical power, manpower and government regulations.

As a project manager identify the risk factors in the project and do a suitable analysis on the same.

work rules. Mr. Ramesh did not like this method of working but had to follow the group to be a good team mate. He gathered that over the years, the company had paid around sixty per cent overtime unnecessarily.

After a year, impressed by the work of Mr. Ramesh and his overall suitability, the distribution manager offered him the position of distribution supervisor. The basic duty of supervisor was to look after the distribution system and to develop new customers in a given area. Beside Mr. Ramesh, there were four other supervisors also. Ramesh was sure of making distribution system effective as he was aware about the delaying tactics of the crew. He was quite sure about cutting the overtime cost and impressing upon the manager about fixing the quota of work per day in two parts before lunch and after lunch. The distribution manager left convinced and introduced the system. However, the efficiency dropped down considerably and no crew member was near the target.

- (a) What were the reasons for decreased efficiency in the new system?
- (b) Advise Mr. Ramesh and distribution manager about the future course of action.

MBEN 3003

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Entrepreneurship

PROJECT SUPPORT SYSTEM

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

1. What is meant by project support system? What are its need?
2. Explain the nature and types of project support facilities.
3. Explain export trade promotion councils.
4. Write a notes on :
 - (a) Commodity Board and
 - (b) KVIC.
5. How can you setting quality standards? Explain.

6. Explain project and equipment corporation of India.
7. What are the functions of EXIM banks?
8. What are the different types of training? Explain awareness training and motivation training.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

All questions carry equal marks.

9. Explain the role of Governmental Departments in planning and programme.
10. Discuss the functions of KVIC.
11. Define Marketing Intelligence. What are the steps to be taken by a company to improve its marketing intelligence?
12. "In spite of suitable legislative measures, the Indian financial support system remains weak". Comment.
13. Discuss the role of international financial agencies.
14. Why are technical support systems important? Explain.

15. What are the functions of SIDCO in Pondicherry?
16. Explain the target and achievements of small industries service institute in India.

PART C — (1 × 20 = 20 marks)

Case Study – Compulsory.

17. Milk Products Limited is engaged in collecting, processing and distributing milk products in a large city in South India. Most of the products of the company are such that these have to be distributed on daily basis. The company has a crew of distributors who approach the fixed customers, both bulk buyers and individuals. Mr. K. Ramesh joined the crew of distributors after graduating in commerce. The distribution manager was quite impressed by Mr. Ramesh but initially could not offer him a better job than that of a distributor. However, he promised to give him better opportunity whenever available. Mr. Ramesh joined gladly.

The distributors are employed on monthly salary basis. In order to ensure distribution of the products the company has a provision of overtime pay. Normally, crew members work slowly in the beginning just to accumulate overtime pay. The pace becomes hectic towards the end of the day with some overtime to meet distribution schedule. There is no group leader but there are several old-timers who influence newcomers regarding the

problems in supplying the materials in recent past days. Problems like quality issues, mismatch in packing materials (Placing material A in box of material B) incorrect labeling of material, not dispatching the material on time etc...

The management views the case as there are loop holes in the system of various departments and hand over the responsibility to HR Department to solve the issue. When the HR Manager goes through the issues he realized that the issues are not relating to the system but it relates to the employees. When investigated he come to know that the reason behind the casual approach by employees in work is

- The company hired new employees for higher level post without considering the potential internal candidates.
- The newly hired employees are placed with higher packages than that of existing employees in the same cadre.

Questions :

- (a) Narrate the case with Suitable Title for the case.
- (b) Justify your title.
- (c) Find out the problem involved in the case.
- (d) Offer suggestions to overcome the problem from your point of view.

MBEN 3004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Entrepreneurship

HUMAN DEVELOPMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the social perspectives of Human Development.
2. What are the functions of Human Capital?
3. How to form human capital? Explain under Indian context.
4. What do you mean by the term Entrepreneurial Society? How is it related with Human Development?
5. Briefly Describe the various Government Programs in Human Development Approach.
6. Discuss the different Gender Empowerment measures in Human Capital.
7. Contrast the Worker's rights given under Human Development in India.
8. Write down the effect of feminization of migration in Human Development.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. List out and describe the different approaches to Human Development.
10. Give an outline about the various forms of participation in empowerment.
11. Elaborate the measures of Human Development in India.
12. How will you classify the Human Development Reports?
13. Is there any best type of social security in unorganized sector and also brief the other types.
14. How can community participation improve the functioning of Human Development in our country? Discuss.
15. Outline the impact of Technology on Human Development in India.
16. Enumerate the relationship between Migration and Human Development.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study :

Watson Public Ltd Company is well known for its welfare activities and employee oriented schemes in manufacturing industry from more than ten decade. The company employs more than 800 workers and 150 administrative staff and 80 management level employees. The top level management views all the employees at same level. This can be clearly understood by seeing the uniform of the company, which is same for all starting from MD to floor level workers. The company have two different cafeterias at different places one near the plant for workers and other near the Administration building. Though the place is different the amenities, infrastructure and the food provided are of same quality. In short the company stands by the rule of Employee Equality.

The company has one registered trade union and the relationship between the union and the management is very cordial. The company has not lost a single man day due to strike. The company is not a pay master in that industry. The compensation policy of that company, when compare to other similar companies, is very less still the employees don't have many grievances due to other benefits provided by the company. But the company is facing countable number of

The major beneficiaries of this initiative were the students as they were able to enhance their performance by participating in real projects. The initiative helped them not only in enhancing their academic skills but also in improving their practical applicability, teamwork, project management, cross-functional networking and effective communication. Industry-centric electives helped the students in developing confidence in their own abilities and improving their ability to contribute to their work, which in turn helped the employer.

In spite of these initiatives, the research reports and survey point out that the talent crisis in terms of skill gap still persists. A report published in 2010 by Aspiring Minds, a consulting firm, stated that the employability of the graduates with reference to the skills required in the IT field was low. As per a 2010 NASSCOM report, the employability rate of engineering graduates was only 26%, while for other graduates, it was 10-15%. As per the report, to reduce the unemployability rate of the engineering students, IT companies had to provide training to about 62% of the candidates.

- (a) Can the skill gap be addressed by colleges themselves? What is the role of industry-academia interaction in solving employability issue?
- (b) Did the Infosys Campus Connect programme focus on IT skills or soft skills? Discuss.

MBEN 3005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Entrepreneurship

INTRAPRENEURIAL SKILLS

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the qualities of intrapreneurship.
2. List out the youth employment policies and programs.
3. State the reasons for unemployability.
4. What are the outcomes of youth employment and human capital?
5. What is meant by competency mapping?
6. Explain any two employability assets.
7. Write short notes on group discussion.
8. Mention the tips and techniques for facing an interview.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain why leading organizations are giving importance to intrapreneurship.
10. List some essential qualities required for an intrapreneur.
11. Explain the various elements of youth employability.
12. Write a short note on the relative position of the youth in the labour market.
13. Discuss the concept of competency mapping.
14. Explain the term 'Reliability'. Why is it an important employability asset?
15. Discuss why life long learning is required.
16. What are the factors to be considered while writing an effective CV?

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Case study.

According to some researchers of the Indian economy, a significant segment of Indian youth is either over qualified or under qualified for a given job. In other words, there is a skill mismatch in terms of employability.

This seems to be especially true in the case of the Indian IT Industry. In the early 2000s, the major IT players noticed 'skill gaps' in graduates from engineering colleges. These skill gaps may not have been pertaining to the low-level quality of engineering education of these graduates-as the work they do in the IT industry is not related to their qualification. But then, where does the skill gap arise? Lack of the required skills for a successful performance in the IT industry is the root cause of skill gap. This so-called skill gap has forced many IT companies to launch training initiatives to make fresh engineering graduates 'employable' and 'industry ready'. One such initiative was Campus Connect launched in 2004 by Infosys Technologies Ltd.

Infosys Campus Connect was an industry — academia interaction programmes intended to enhance the skills of engineering graduates and create a pool of talented industry-ready graduates. The colleges participating in this initiative were provided with the curriculum that included industry related data and technical advancements in IT and job-specific requirements of the IT industry. Also the students were provided with training modules related to leadership and personality development along with relevant topics. They were required to undertake certain projects that would elevate their technical knowledge, and the solutions were retained by the organization for future use. The faculty of the engineering college was also provide with training to deal with the Infosys curriculum.