

MBEN 4004

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

Fourth Semester

Entrepreneurship

ENTREPRENEURSHIP IN TOURISM

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. Entrepreneurship is considered as a new product - how this is possible in tourism industry?
2. Describe the factors that determine entrepreneurship development in travel and tourism.
3. "Small is beautiful" goes a saying - Discuss the characters of small scale enterprise.
4. Discuss the types of finance availability for tourism entrepreneur.
5. Enumerate on the term "feasibility report" in entrepreneurship planning.

6. List the factors that fuel the growth of a tourism entrepreneur.
7. How agglomerate networks assist a tourism entrepreneur?
8. Essay on Cox and Kings and their growth story.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight.

9. Highlight the entrepreneurial skills required for travel and tourism industry.
10. Motivation is the force that influences the efforts of the entrepreneur to achieve his objectives — based on motivation how entrepreneurs are classified.
11. Elucidate the role of TFCI in supporting entrepreneurship in both tourism and hospitality industry.
12. Tourism trade fairs are excellent opportunity to know about new products and development — Discuss.
13. Detail on the components of feasibility study.
14. Highlight the contribution of Entrepreneurs towards economic development of a country.

15. Travel Trade satisfies the need for promoting rural entrepreneurship — do you agree?
16. "Taj Ginger" is it a result of innovation or Entrepreneurial Talents.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Assume you are to conduct a feasibility study on the prospects on setting up a Tour operation service in the suburbs of your city.
 - (a) What factors you will consider to study the technical and economic feasibilities of the project?
 - (b) Give an outline of the 'feasibility report'.

Investigation conducted by the department under the guidance of an expert committee revealed that the weldolet used in the high pressure pipe line had high carbon content which is not suggested for that kind of a process, maintenance Repair works was undertaken on line even after noticing the hazardous solution which amounts of non implementation of shutting down procedures. Further the high-pressure pipeline was not subjected to hydrostatic test, ultrasonic tests and examinations as required under relevant provisions of law for its soundness. The personnel who were on the job were not wearing any personal protective equipment in addition to non-adherence to work to permit system.

- (a) Comment about the disaster preparedness and responses of the plant admirative authorities.
- (b) What kind of medical facilities would you recommend for this kind scenario?
- (c) What will be the disaster management plan you will suggest?

MBEN 4003

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

Fourth Semester

Entrepreneurship

DISASTER MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is the difference between disaster and hazard? Write a brief note on natural and man made disasters.
2. What does aftermath and preparedness mean with regard to disaster management?
3. Write a brief note on evacuation and contingency plan.
4. Write a note on disaster management Act. What is the impact of it?
5. Write a note on vulnerability analysis.
6. Discuss about the process of disaster preparedness.

7. What are the difficulties in maintaining public order after disaster?
8. Explain the relationship between disasters and development.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain natural disasters and its mitigation strategies.
10. What are the factors to be considered while planning the rebuilding works after a major disaster due to earthquake?
11. Explain in detail about disaster management cycle.
12. Explain how the public awareness is helpful in risk reduction.
13. Discuss the role of local government and international organizations in disaster reconstruction.
14. Analyze the role of media in reaching out to people at the time of disasters.
15. Explain about the recovery activities after disasters.
16. Describe the role of youth in disaster management.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study

There was a chemical accident in the Urea Plant at M/s. Mangalore Chemicals and Fertilizers Limited, Panambur, Mangalore on 9.2.2000. An 8" dia high-pressure pipeline housing a weldolet was connected between autoclave (urea reactor) of 108MT capacity and the stripper to carry ammonium carbamate (Urea Solution). The pressure of pipe line was of the order of 141 kg/cm² and the temperature of 180 C. The Solution had contained 29% of ammonia, 18% carbon dioxide and 32% of urea.

On 9th February 2000, a substantial quantity of aminonium carbamate solution leakage was noticed at the weldolet joint of the pipeline. A maintenance manager along with two operators, an engineer and two contract workmen were trying to plug the leakage by providing a proper clamping. In the process, the weldolet joint gave way resulting in sudden release of pressurized hot ammonium carbamate solution. As a result, the personnel on the job were exposed to hot solution and toxic gas. Consequent to which, 8 persons were affected amongst them 2 died on the spot and the other two at the hospital amounting to death of 4 persons including the maintenance manager and an engineer.

hardening and the last discussion had ended as a war of words. You do not want to damage the good relations between the two communities built over the years, but still have to solve the problems. What will you do?

Questions :

- (a) Give all the possible solution available for the case along with advantages and disadvantages for each solution.
- (b) Compare the solutions and justify the best solution.
- (c) Give suitable title for the case.

MBEN 4002

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

Fourth Semester

Entrepreneurship

COMMUNITY WORK AND ENTREPRENEURSHIP

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. What is meant by community? What are its features?
2. What are the principles and scope of community organisation?
3. What are dimensions of power relevant to community organisation?
4. List out the steps in planning community work.
5. What are the strategies in community work?
6. What are the basis for social planning?
7. Write short notes on participatory techniques.
8. Write the importance of charities and cultural organisations.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. What are different types of communities? Explain with an example.
10. What are various types of indigenous approaches to community work? Explain with any two approaches of your own choice.
11. Explain about historical development of community organisation.
12. Explain about different roles of youth in community work.
13. What are various steps in promoting community participation? Explain.
14. What are various legal procedures that have to be followed in community work? Explain.
15. What are various stages in community social planning process? Explain.
16. Explain about the role of entrepreneurship among local bodies.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study

You Mr. A of Alfa Community, are a newly appointed manager of a workshop, which has been categorized as an essential services. This means that they must function on all the days. Rules lay down that, at least, two individuals must be on duty irrespective of their seniority or specialization. The workshop is manned by an equal number of individuals of the two communities. Alfa and Beta, A good tradition has been built, i.e. when one community has a festival, the workers from the other community man the workshop and vice versa.

Recently, there were labour union election and Mr. Beta community has been elected as the leader. The new leader is reported to be very whimsical (unusual), though very good at heart. Your day of trial dawned when it came to light that on Friday next, both the communities claim to be their religious day. Both the communities want the other community to perform the duty on that day. While Alfa community is banking on you; the others are equally sure of their union leader from beta community winning the day for them. You realize that there have been a lot of discussion as and more negotiations are making the situation worse. The attitude of the both parties are

not many in the Palm Beach Resorts Management thought that she could take up hardcore marketing assignments. Happy was unhappy. She felt stifled. Her stagnation in position was making her feel truncated. She decided to go independent. Over the years, being single, she had gathered enough money. Moreover, her father was a successful businessman and would love to fund any of his only daughter's ventures. Also being in guest relations, Happy herself knew a lot of influential people. On the other hand, Happy Sequira was now 30. She had to seriously contemplate marriage due to parental pressures. Her rise at Palm Beach Resorts was meteoric, which implied that she was not used to serious failure. Besides Happy wondered what kind of a start-up could she design to suit her needs?

- (a) Should Happy Sequira go independent?
- (b) Should Happy follow her heart (F&B) or head (Guest relations)?
- (c) If Happy decides to take up Guest relations what kind of a start-up do you suggest?
- (d) If Happy decides to take up F&B what kind of a start-up do you suggest?

MBEN 4001

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

Fourth Semester

Entrepreneurship

SOCIAL ENTREPRENEURSHIP

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define Social Entrepreneurship. What are the behavioral attributes to be possessed by a social entrepreneur?
2. Can social entrepreneurship solve unemployment issues? Support your answer.
3. What is social sensitivity? How does it hinder the development of entrepreneurship quality in an individual?
4. What is the difference between mission centric and mission related social enterprise?
5. 'Business can transform society'. Do you agree with this statement? Justify your answer.

6. Give a brief note on the challenges faced by social entrepreneurs.
7. Which of the two has better impact social entrepreneurship or social intrapreneurship? Justify your answer.
8. What is the difference between growth and development? How can and should they be related?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Illustrate with an example how entrepreneurs solve societal problems using innovative business models.
10. Explain in detail about embedded and integrated social enterprise.
11. 'The switch to new public management was the principal catalyst for social entrepreneurship in the public sector'. Using examples evaluate the robustness of this claim.
12. How do social entrepreneurs contribute to the development of healthcare sector in India?
13. What is the legacy of 'local socialism' to the social enterprise movement?

14. Explain the role of social youth entrepreneurs in education. How can they help to eradicate unemployment?
15. Explain the impact of social entrepreneurship to NGO's.
16. What are the barriers of social youth entrepreneurship? What is their role in education?

PART C — (1 × 20 = 20 marks)

17. Case Study :

Happy Sequira was only 21 when she joined Palm Beach Resorts as a food and beverages (F&B) helper. She had just graduated from one of the premium catering colleges in the city. She was young, energetic and possessed a pleasant disposition. Due to her experimenting nature she was not very successful with her F&B. However, when one of her managers tried her out in guest relations, she was an instant hit. From then on there was no looking back for her. She soon rose to the position of a Banquets Manager. Even as a Banquets Manager she loved the Kitchen section. She felt like cooking. Many a times she went to the Kitchen of one of the Palm Beach Resort Restaurants and experimented. Many a times she was successful, or this is whether Kitchen staff often told her. She was enjoying every bit her life. Unfortunately for her this was to be her glass ceiling. Due to a catering educational background

MBEN 4005

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

Fourth Semester

Entrepreneurship

**ENTREPRENEURIAL OPPORTUNITIES IN
SERVICE SECTOR**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. What is meant by entrepreneurship? What are its characteristics?
2. What are major challenges of entrepreneurs in service firms?
3. What are entrepreneurial opportunities in service sector?
4. What note on problems faced by Indian entrepreneurs?
5. Write short note on importance of different products in insurance.

6. What are strategies followed in sports apparels business?
7. What is significance of cultural entrepreneurship in India?
8. What are the roles of an entrepreneur in the development of our society?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain about strategies for new practice development in professional service firms.
10. Write about historical growth and recent development in banking industry in India.
11. What are various procedures and documentations in banking sector?
12. What are various steps in developing pricing and profit testing in insurance?
13. What is meant by sports camp business? What are various opportunities in sports business?
14. What are various legal procedures that have to be followed in insurance policies?

- (b) "The organization seeks to inculcate feelings of self confidence and self reliance in them", spell out the strategy of injecting Self-confidence and Self-Reliance in women workers?
- (c) Do you see women empowerment in this case, if so indicate those?

15. What are various approaches in teaching and developing entrepreneurship in the performing arts?
16. Write any two successful stories of Indian entrepreneurs in service sector.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study :

An Entrepreneurial Success Story

In 2002, with a turnover of Rs. 3 billion, exports worth Rs. 100 million, 62 branches and 40 divisions all over the country, and 42000 members, the Sri Mahila Griha Udyog Lijjat Papad (SMGULP) was a women's entrepreneurial success story in India.

From humble beginnings in a thickly populated locality of Mumbai in 1959. SMGULP has come a long way. The organization gained recognition through its most famous product-Lijjat papad. In addition to papads, SMGULP manufactured other household products like spices, bakery products and detergents. A look at any of the

branches of SMGULP gives the feel of an efficient entrepreneurial set up. The key to SMGULP's success lies in the feeling of oneness that it creates. Women above 18 years of age can become members of SMGULP by signing a pledge of devotion to the organization. At SMGULP, workers are referred to as co-owners and the women who work there are referred to as sisters.

No kind of work is considered inferior or superior at SMGULP. Every job is given equal importance and the member sisters are free to choose the work they like, rolling papads, or packing, or preparing the dough. Payment is made on a daily basis. Quality is given utmost importance. The supervisors constantly check for the quality and weight of papads. SMGULP inculcates in its members, "a commitment to earn a legitimate income, honesty, and not snatching the fruits of another person's income" and adherence to quality. Stringent rules of cleanliness and purity are maintained. The whole manufacturing process is open to inspection by anybody. A well laid formula is strictly followed to obtain products of a fixed standard of taste, color and size. Over the years, SMGULP has won several awards. The organization was awarded for its outstanding

contribution to the uplift and welfare of socially, economically and physically handicapped women. In 2002, The Economic Times Award for Women Entrepreneur of the year was awarded to Jyoti Naik, President, SMGULP.

The Success Formula :

The vision and principles of SMGULP are based on the ideals of trusteeship. The basic principles underlying the philosophy of the organization are :

- SMGULP is a voluntary organization.
- SMGULP never accepts charity or grants.
- SMGULP believes in running the business wisely.
- SMGULP is like a family and the sisters run it as if they all belonged to the same family.
- SMGULP is like a revered place of worship.
- SMGULP is a combination of three concepts, the business concept, the family concept and the devotion concept.

Case questions :

- (a) Sketch-out a SWOT framework for Lijjat papad business prospects.