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Total number of printed pages – 2

MBA
MBA 304

Third Semester (Back / Special) Examination – 2013
ENTREPRENEURSHIP AND MANAGEMENT OF SME

QUESTION CODE : D 506

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.*
The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2×10
- Distinguish between enterprise and entrepreneur.
 - Why working capital management is important to all SSI units
 - Who is Fabian entrepreneur ? Give two examples of such.
 - Define Women Entrepreneur. Write two reputed women entrepreneur of India.
 - Write five important documents to prepare business plan.
 - What is Industrial Sickness ? Name two sick units in India.
 - What are the different environmental pollution related clearances to be taken by the entrepreneur ?
 - Differentiate between entrepreneurship and intrapreneurship.
 - Write two internal and external motivating factors of an entrepreneur.
 - Write different steps to generate creative ideas.
2. Ms. Ranjita Das has been a brilliant student throughout her academic career. After completing her B.Sc (IT) from a reputed Govt. college (her home town) Odisha , she did her MBA from a leading B-school at Delhi with specialization Marketing. She came out with flying colours in her MBA result too.
- She got a high profile job in the field of advertising in a top advertising consultancy company and was posted at Mumbai. While joining her MBA course, she had cherished a desire to start something her own. Unfortunately, she could not hit upon a good business idea before she got the job offer through campus placement. Also her parents always dissuaded her from starting any business. While working in Mumbai, she was handling the advertising strategy of a top e- learning solution provider company. In course of her job in the company, she developed keen interest and insight into e-commerce and online business

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models. At the end of 3 years, she switched job and joined a big retail business which had medium and large format malls all over the country. As a result she had the opportunity to travel to the malls at different locations to study the consumer buying behavior and design marketing strategy for her employer.

In November 2013, she was on a holiday trip to her home town and in between got a chance to visit the Adivasi Mela 2013 (in Bhubaneswar) in the first week of the month, where she discovered an exciting range of products which are produced by the Adivasis from different parts of the State. After looking at all these things she felt so fascinated that she seriously thought of starting something of her own.

Going back home, she started vigorous brain storming to develop a business idea pertaining to handicrafts and on-line marketing of Berhampuri silk sarees. She started exploring data related to the said business. Her fascination and urge to start something of her own, make her get some interesting facts related to women entrepreneur and scope and credibility of this business across India and in foreign lands also. She came to know that, the number of women-owned businesses is growing day-by-day. While this means that more sales and jobs are being generated by women-owned businesses, these businesses still account for a smaller percentage of overall country's sales and employees. So, there is a need for women to come to the field of entrepreneurship.

If you were in the position of Ms. Ranjita, what business plan would you suggest under the above cited circumstances? 10

3. What do you mean by sickness in SSI units? Discuss the causes and symptoms of sickness and also briefly discuss the Govt. initiatives for rehabilitation of such sick units. 10
4. Enumerate, in detail, the skills and characteristics of a successful entrepreneur. 10
5. What is Small Industries Development Organization (SIDO)? Discuss its functions as the nodal development agency for small scale industries in India. 10
6. What are the basic elements of a business plan? Discuss the steps to prepare a business plan. 10
7. Discuss the formalities involved in setting up of a small business enterprise. 10
8. Write short notes on : 5×2
 - (a) Entrepreneurial motivation
 - (b) Entrepreneurial process.

