



III Semester M.B.A. Examination, July 2010
MANAGEMENT

C – 13 : Management of Entrepreneurship and Small Business (Freshers)

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks : **(2×5=10)**
- a) Who is an intrapreneur ?
 - b) Define a small business.
 - c) What is network analysis ?
 - d) What do you mean by environmental analysis ?
 - e) Define innovation.
 - f) What is rural entrepreneurship ?
 - g) State the significance of Gantt chart.

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks. **(4×5=20)**

- 2. Distinguish between entrepreneur and entrepreneurship.
- 3. Explain the different phases of entrepreneurial development programmes.
- 4. Explain the social responsibilities of entrepreneurs.
- 5. Explain the features of Indian capital market.
- 6. What are the different methods of demand forecasting ? Explain.
- 7. What are the steps taken by the government to develop women entrepreneurship in the country ?



SECTION – C

Answer **any three** questions. **Each** question carries **ten** marks.

(3×10=30)

8. Discuss the characteristics of successful entrepreneurs.
9. Discuss the various stages of project formulation.
10. Explain in detail the incentives and subsidies for starting small business in the country.
11. Discuss the problems faced by women entrepreneurs in carrying out their business.
12. Prepare a report on the future of small business in India in the light of liberalisation and globalisation giving examples wherever necessary.

SECTION – D

13. Case Analysis. **Compulsory.**

(1×15=15)

Susheela Devi, a graduate and wife of Vijay Kumar had no other way but to continue the business of her husband who died in an accident. There are no other sources of income to run the family of four comprising of her in-laws and the only son who is studying in eighth standard. The only alternative left was to give the shop for rent and live on that. Though she had no experience to claim except she had spent few days looking after the business when her husband was ill few months ago, she decided to continue the business.

The business was a small grocery shop nearby her house. In the initial stages it was very difficult as she was unaware of the prices of different items. She took the help of two boys working in the shop in understanding the business. Within three months she learnt the tricks of the trade. She made her father-in-law to sit in the shop whenever she went for ordering for different items. But soon she felt that is a waste of time and took a land line connection to be used for ordering the items. Knowing that the shop has a phone connection, her customers wanted to make calls. Not only she let her customers to use the phone, she installed that phone in the corner of the shop and made it an STD booth.



She made certain changes in the way the business was conducted. Instead of weighing the grocery items whenever the customers asked for them, she asked the shop boys to pack the items in standard weights. This helped her to serve and dispose of the customers early during peak hours. Even the customers felt that they are attended quickly. The home delivery scheme was introduced.

Over a period, with the increase in the competition, the name of the shop was changed from Vijay Traders to Vijay Discount Shop and all the items carried some discount from five percent to fifteen percent.

Susheela Devi has always done good business. The business has not seen a down trend at any point of time. She has always treated customers well and resolved the complaints without hurting their sentiments. Now she has five boys working in the shop.

Questions :

- a) Describe the entrepreneurial qualities of Smt. Susheela Devi.
 - b) What are the secrets of her success ?
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