

Entrepreneurship Management

2008 April

Commerce Business

Management MCom Part 2

University of Mumbai

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- N.B. :** (1) Question No. 1 is **compulsory**.  
 (2) Attempt any **four** questions from the **remaining**.  
 (3) **All** questions carry **equal** marks.  
 (4) **All** answers must be **supported** with relevant corporate examples.  
 (5) Answers to **each** question must begin on a **new page only**.

1. Explain the following concepts (any four) :—

- |                             |                  |
|-----------------------------|------------------|
| (i) Intrapreneur            | (v) Seed Capital |
| (ii) Managerial Feasibility | (vi) Innovation  |
| (iii) Locus of Control      | (vii) NIESET     |
| (iv) Industrial Sickness    |                  |

2. Define the term Entrepreneurship Management ? What is its role in the era of globalisation and liberalisation in the Indian context.

3. "Women entrepreneurs in India continue to face societal challenges". With reference to the above statement bring out the role played by government and NGO's to support women entrepreneurs.

4. Prepare a business plan for setting up a small scale food-processing unit in the backward region of Maharashtra, covering the introductory page, industry analysis, description of venture, assessment of risk, production, marketing, financial and organisational plan.

5. Devise a capital plan for expansion and modernisation of a business enterprise.

6. Describe the qualities required to be a successful entrepreneur and also explain the function carried out by them.

7. Case study :—

Mr. Kulkarni is a hardworking computer engineer working in the hardware maintenance and sales department of a reputed Indian Computer Industry for last 10 years. He had developed a lot of understanding of the market needs and was aware that if his company did not use latest innovative techniques of maintenance to keep up with the market needs they would face difficulties in the future.

Mr. Kulkarni tried to convince his seniors about his perception, but no serious action was taken. Mr. Desai, Kulkarni's friend who was working in the same company's marketing department also felt the same. They both decided to do a proper feasibility study and prepare a business plan, to start their own enterprise, to serve the market needs but Mr. Kulkarni was hesitant to leave the job.

Questions :—

1. Will the new enterprise succeed ? Should Mr. Kulkarni leave the job.
2. What are the various area which need to be studied in the new business plan ?
3. How should they build the corporate image of the new enterprise in the market.

[TURN OVER]

## (OLD COURSE)

(3 Hours)

[Total Marks : 100]

- N.B. : (1) Attempt any two questions from each section.  
(2) All questions carry equal marks.  
(3) Answers to both sections to be written in the same answer-book.

## Section I

1. Critically evaluate the present trends and scope of Entrepreneurship in the changing economic scenario.
2. Enumerate and discuss the financial and non-financial assistance provided by various institutions to a new entrepreneur.
3. How is the Project formulated ? What are the different aspects of project ? Draft an ideal project report to be submitted for obtaining a Bank loan.
4. What are the major problems and limitations of women entrepreneurs ?  
What are the main schemes of financial assistance to women entrepreneurs ?

## Section II

5. "Rural industrialization can give ample scope for entrepreneurship development in India" Discuss the statement and also explain the factors you would consider while starting a new venture of your choice in rural maharashtra.
6. Entrepreneurship is the need of the hour. Discuss the role played by training institutions in developing entrepreneurs in the country.
7. What factors and sources will you consider to determine the fixed capital and the working capital requirements for starting a new venture ?
8. Write short notes on (any two) :—
  - (a) Types of Entrepreneurs
  - (b) Human Resource Management
  - (c) Management of Conflicts
  - (d) Remedies of Industrial Sickness.