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Total No. of Pages: 03
Total No. of Questions: 09

MBA (Sem.-4th)

ENTREPRENEURSHIP AND MANAGING SMALL MEDIUM BUSINESS

Subject Code: MBA-402
Paper ID: [A2525]

Time: 3 Hrs. **Max. Marks: 60**

INSTRUCTIONS TO CANDIDATE:

1. **Attempt any four questions form Section-A. Each question carries 5 marks.**
2. **Attempt one question selecting at least each form sub units in Section –B. Each question carries 8 marks**
3. **Attempt case study from Section-C. Case study carries 8 marks.**

Section –A

4x5=20

(a) Explain 'ability to perceive and preserve basic ideas' as a factor in the process of sensing opportunities.

(b) List three basic qualities that a" good entrepreneur should have.

(c) How does an entrepreneur assess the requirements of working capital?

(d) Differentiate between venture capital funding and angle capitalist.

(e) Define competitive advantage.

(f) Differentiate between entrepreneur and manager.

Section –B

Unit-I

I. Differentiate between entrepreneur and entrepreneurship. What are the types of entrepreneurs? Explain the various qualities of entrepreneur. **8**

OR

II. What are barriers to entrepreneurship development? What measures should be taken to develop entrepreneurship in India? **8**

Unit-II

Q.4. What are the reasons for very few women becoming entrepreneurs in the developing countries like India? Whether Indian women entrepreneurs have now made an impact and shown that they too can contribute to the economic development of the nation? Discuss. **8**

OR

Q.5. Explain the entrepreneurial development programmes offered by the Government Explain the role of national Institute for Entrepreneurship and small Business Development. **8**

Unit-III

Q.6. Critically evaluate the role of small-scale enterprises in economic development. Do you agree that entrepreneurship is a low cost strategy for economic development? Comment. **8**

OR

Q.7. How would you determine whether a business opportunity chosen by you as a small entrepreneur is worth pursing? Identify the steps that you would take to assess the viability and attractive of a business opportunity. **8**

Unit-IV

Q.8. Detailed Project Report (DPR) forms the foundation on which the entire super structure of the project is built-"If it is weak, project cannot weather turbulent times ahead". Bring out of the do's and don'ts of a good DPR. **8**

OR

Q.9. Critically evaluate the role of IDBI, ICICI and SIDBI in respect of long term financing need of small entrepreneurs. **8**

Section –C

1x8

Read the following case and answer the questions given at the end.

Try getting a relatively complicated virus test in any non- metro town in India. Chances are you won't find a lab, which can do it. That's because other than in metropolitan towns, such facilities are simply not available. Now, that would seem like a great business opportunity—especially for Dr. Lal's Path Labs, Delhi's oldest pathological lab. But expanding the network is fraught with great risk. Even if one test tube gets exchanged there is every danger of getting a wrong diagnostic result. So, the question is how do you expand without impairing the quality of service? The key is the degree of control, Lal's national pathological grid, Which is in the process of being rolled out in the ear future, has found a way to do just that. Dr. Lal's appointing master franchisees in large towns. These will act as collection centres, Where patient's can walk in to deposit their samples. With the help of global management consultant Arthur Andersen, Lal has invested a Rs.2 corers in diagnostic software so, when a patient walks into one of his franchised collections, say in Patna, the software generates a bar code, which is affixed to the sample and also registers him at Delhi lab. As soon as the sample arrives in a special-temperature container, it is read by the lab's computers. Then it sent to the diagnostic machine where it is tested and revalited. Following this, data is transferred to Patna all in less then 24 hours. A large franchise network allows Lal the necessary economies of scale to invest in expensive equipment to carry a battery of specialised tests, which are normally available in select hospitals. To carry his business idea forward. Lal is enlisting the support of his community of pathologies. Dr. Praful Amin,a successful pathologist in Mumbai. Is already a part of the pathological grid, and a partner. The way it works, Lal invites experienced doctors to be franchisees. They must have a minimum turnover of Rs. 2 core, and Rs. 500 lakh to invest in the software. Once they sign on lal and the franchisee will together invest in an electronic network to pass on data. With the infrastructure in place, the franchisee then looks at expanding his network. For instance, Amin is talking to doctors with pathology labs in towns like Surat, Vadodra, Kolhapur and Sholapur. But would a successful doctor fancy himself as a mere franchisee? Lal realises the gravity of the issue. So, he envisages that two-three years down the line, most of his franchisee will be offered a stake in his company. "Once we have developed a good working relationship and got used to his kind of business operation. I expect most franchisees to own small stakes in the company," says Lal, Once a pathologist evinces interest, Lal will carry out a due diligence of the franchisee's organisations. The stake he is offered will depend on the kind of value he generates and service he provides.

QUESTIONS:-

(i) Evaluate the business concept in terms of available opportunities.

(ii) How do you assess the organisation set-up being planned by Dr. Lal? What are the barriers that are likely to arise?

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