

Roll No.

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Total No. of Pages : 03

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-4)

ENTREPRENEURSHIP & MANAGING SMALL MEDIUM BUSINESS

Subject Code : MBA-402

Paper ID : [A2525]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : **Units-I, II, III & IV**. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. What are the main essentials of Intrapreneurship?
2. Explain adoptive entrepreneur.
3. Write a note on SISI.
4. Discuss the importance of small scale industry.
5. Define a women entrepreneur.
6. What are the various types of innovation?

SECTION-B

UNIT-I

7. Define entrepreneur, give a brief account of importance of an entrepreneur.
8. Discuss socio economic role of entrepreneurship.

UNIT-II

9. What are the recent trends in the development of women entrepreneurship in India?
10. What are the various steps taken by government of India to promote women entrepreneurship?

UNIT-III

11. What do you mean by small scale business? What are the main features of small scale business?
12. Discuss the main problems faced by small scale industries.

UNIT-IV

13. Discuss the various types of assistance provided by central and state government agencies.
14. Discuss the role of following financial assistance to small entrepreneurs.
 - a) IDBI
 - b) ICICI
 - c) SIDBI

SECTION-C

15. **Case Study :**

The sudden death of her husband, a commodore, was a shock for Mrs. Renuka Desai, still in her early forties. With two school-going children to support, she could not decide what to do.

Renuka Desai was a B.A., B.Ed, she could easily go in for a job. But would that provide for a lifestyle her children were used to? Though not quit sure, she thought, only business would do. Again, what business was she to go in for with no experience and capital? After weighing the pros and cons, she talked it over with friends. One friend, with contacts with a garment exporter, promised to provide Renuka a fabrication job.

Renuka began with five machines; Work picked up well. Soon Renuka was thinking of expending even as many other units were being forced to close down. A sick unit along with a workshed and 20 fully equipped machines was on sale. She struck a deal, with

payment in easy instalments. Gradually, she added two more rooms and 10 machines. She achieved a turnover of Rs. 2-3 lakh per month. To combat frequent power failure, a generator was procured to take on the full load of all motorized machines. As a result, the unit could run continuously without interruption even in the event of a power failure.

However, labour problems cropped up. One labour leader threatened to close down the unit of flimsy demands. Renuka was determined not to give in. He soon apologised and work resumed smoothly. She learnt to handle labour. She found that appreciation and good behavior paid. Some welfare measures she adopted included a film show after every 20 days, snacks on payday, and reimbursement of medical expenses of the workers.

As a small measure of diversification she took to cutting and taping shoelaces. She took a loan of Rs. 40,000 for procuring a machine for the purpose. Shoelaces would be supplied in bulk to major shoe manufacturers. Though shaky initially, she gained the confidence to market anything.

Renuka became a member of the local Mahila Udyani Sanghathan. She got industrial plot of 400 sq m at a cost of Rs. 2.5 lakh through the Sanghathan. She paid Rs. 72,000 for it; the balance would be paid in instalments over a period of five years. Renuka now looks forward to the future, to manufacturing and exporting garments from her new premises. Optimism and determination are the twin ingredients for success, she says.

Questions :

1. What made Renuka Desai start her own business rather than seek employment?
2. Identify Renuka Desai's problems as a women entrepreneur.