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MBA

(SEM IV) THEORY EXAMINATION 2017-18

ENTREPRENEURSHIP DEVELOPMENT

Time: 3 Hours ***Total Marks: 70***

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION - A

1. Attempt *all* questions in brief. 2 x 7 = 14

a) What is meant by intrapreneurs? How will you distinguish characteristics of a successful entrepreneur?

b) "EDP is a process of grooming entrepreneurs". Explain.

c) Explain the approaches to rural entrepreneurship.

d) What is the need and importance for appraising a project proposal?

e) Mention various institutions supporting women entrepreneurs.

f) Explain the methods of project appraisal.

g) Explain how to identify problems and opportunities before taking up of a new project.

SECTION - B

2. Read the following case and answer the questions given at the end of the case: 7 x 3 = 21

Over the years, SMGULP (Shri Mahila Griha Udyog Lijjat Papad) has won several awards. The organization was awarded for its outstanding contribution to the uplift and welfare of socially, economically and physically handicapped women. In 2002, The Economic Times Award for Women Entrepreneur of the year was awarded to Jyoti Naik, President, SMGULP.

In March 1959, seven semi-literate women from Gujarat came together to supplement their family incomes and create a sustainable source of employment with the skill they knew - cooking. The seven women were Jaswantiben Jamnadas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N. Tanna, Laguben Amritlar Gokani, Jayaben V. Vithalani, and one more lady whose name is not known. They started out on the terrace of a large, old, residential building called Lohana Niwas in Girgaum, a thickly populated area in south Mumbai. This is where the seven housewives, bored and confined to their homes, saw an opportunity to set up an organization 44 years ago.

Entrepreneurship was something these women had never heard of. The venture was immensely successful and marked the genesis of a cooperative "for the women, by the women and of the women." In 1959, these women borrowed Rs 80 from Chaganlal Karamsi Parekh, a member of the Servants of India Society and a social worker. This debt had to be returned within a stipulated period of time. The women commenced business by selling papads to a merchant known to them. Gradually, they bought a cupboard to store raw materials and utensils on the terrace. In the

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first year, they had to stop production during the rainy season as the rains would prevent the drying of papads. To solve this problem, by the next rainy season, they bought a cot and a stove. The papads would be kept on the cot and the stove below so that the process of drying could take place in spite of the rains. Within three months, there were about 25 women making papads, and within six months, they were able to reward themselves with half a gram of gold each with the profit they had made. The group used considerable publicity through word-of-mouth publicity and articles in vernacular newspapers. By the second year of its formation, 100 to 150 women joined the group, and by the end of the third year more than 300 women were rolling papads.

The vision and principles of SMGULP are based on the ideals of trusteeship. The basic principles underlying the philosophy of the organization are; SMGULP is a voluntary organization, it never accepts charity or grants. SMGULP believes in running the business wisely. SMGULP is like a family and the sisters run it as if they all belonged to the same family. It is like a revered place of worship. SMGULP is a combination of three concepts, the business concept, the family concept and the devotion concept. The Business Concept was SMGULP is run on sound and commercial principles. The main aim of the organization is to provide self-employment opportunities to women. As most of the women working in SMGULP come from disadvantaged sections of society, the organization seeks to inculcate feelings of self confidence and self reliance in them. The member sisters share the profits among themselves in a judicious manner. The organization believes that business has to be done with prudence .The Family Concept was SMGULP works like a big family. It tries to create a sense of family among employees. All the affairs of the institution are handled like a family carrying out its own daily household chores. The Concept of Devotion for women working in SMGULP, it is a source of strength; a place of worship where they work for the benefit of all. The organization is for people who have faith and trust in its policies and basic concepts and who regard work as worship. Each branch usually operates from 5.00 am to 10.30am. Buses are provided by SMGULP to take the member sisters from their homes to their respective branches. The member sisters receive payment for the papads prepared the previous day.

.A few discordant notes were struck in SMGULP's forty-four year history. In July 1979, the general secretary of a trade union (an outsider) made certain demands on behalf of a few member sisters of SMGULP. Subsequently, the then President, Shashikala more, appealed to all member sisters to report their grievances to her. These grievances were to be solved after discussions with a committee appointed to do so. The organization also consulted L.C. Joshi, a labor advocate of Bombay and well known industrial relations. SMGULP Calls for Government Support. SMGULP members were unhappy about the lack of government support in terms of sales tax concessions. The president of SMGULP, Jyoti Naik expressed her displeasure over the imposition of sales tax on Lijjat Papad in the state of Punjab. This was the only state in India that had imposed a sales tax on SMGULP's papads. (Earlier, the organization was exempt from sales tax. But since November 2000, the Punjab state government levied a sales tax of 6.6 %.) Aruna Sharma, who heads the SMGULP office in Ludhiana, Punjab, said, "Though government claims to create more jobs to empower women, it is actually killing jobs". She added that the state government, which provided sales tax exemptions to large industries, did not provide enough support to women's enterprises.

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SMGULP is a symbol of the progress of women in developing countries like India. It took the organization 43 years to grow from a 7-member team, to one, which has 42000 members. The organization not only aims at the economic empowerment of women, it also seeks to raise the standard of living of women. SMGULP bas taken a major step towards eradicating evils like poverty and illiteracy. Such an organization also forms a vital link between social development and the advancement of rural women.

Questions:

a) What are the problems of women entrepreneurship in India?
b) What are the concepts of entrepreneurship failure?
c) What should be done for developing women entrepreneurship in India?

SECTION - C

3. Attempt any *one* of the following: **7 x 1 = 7**

a) Explain how non-economic factors help in developing entrepreneurship.
b) Write an explanatory note on "Kakinada Experiment" by McClelland on achievement motivation.

4 Attempt any *one* of the following: **7 x I = 7**

a) Discuss the role and support of NIESBUD, NSIC and NEDB in developing SSI in the country?
b) What do you mean by District Industries Centre (DICs)? Explain the functions of the DICs.

5 Attempt any *one* of the following: **7 x I = 7**

a) It is said that "ambition is the lever of all motives". Do you agree? Comment.
b) 'The rate of entrepreneurial mobility in India has been tardy and slow'. Explain.

6 Attempt any *one* of the following: **7 x I = 7**

a) Explain all the components required to prepare an ideal business plan.
b) While adjudging the viability of your proposed project, what factors you will take into consideration?

7 Attempt any *one* of the following: **7 x 1 = 7**

a) Explain the steps with the help of process charts involved in launching a business.
b) What is the procedure of registration of start-up to going IPO? Also explain about its revival, exit and end to a venture.

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