



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)

**MID TERM EXAMINATIONS (TERM -V)**

**Academic Session- 2020-21**

Subject Name: **Entrepreneurship and design Thinking**

Time: 01.30 hrs

Sub. Code **PG 33**

Max Marks: 20

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION – A**

**04+04 = 08 Marks**

**Q. 1: Case Study:**

Jay Prakash has invented dozens of different products in his 25 years as an engineer to a large research and development lab. For some time, he has been thinking of leaving his current company and starting his own but has never seemed to have the nerve to do so. Jay feels that with his children grown up and on their own, now would be a good time to start his own business. Having been an avid bicyclist for many years, Jay had invented an automatic gear and bicycle for a 15-speed bike. This gear can be easily attached to any bicycle. The user does no shifting as the bicycle shifts the gears of the bicycle automatically (depending on terrain) much like the automatic transmission on an automobile. Jay feels that this invention has significant market potential, particularly since he has observed a rapid growth in the bicycling industry.

This growth has been related to Hercules Cycles success in the Indian continent, increased interest in physical fitness, and technological improvements in bicycles allowing for off-road travel as well as more comfort for longer distances riding. In his cycling club alone, the membership has doubled in the past two years and to his knowledge is consistent with a national trend. Jay feels that all he needs to do is to write a business plan and submit it to his bank to obtain the estimated Rs 10,00,000 needed to get started. He is willing to support this by taking out a second mortgage as collateral. Jay feels that he can subcontract the manufacturing of the automatic gear and the bicycle separately; then upon receiving the items, he can complete the final installation and fabrication functions before shipping to customers. Jay's wife Nora is a little skeptical about him leaving a good job for the purpose of fulfilling one of his many fantasies or lifelong dreams. She is the more practical of the two and is concerned about their financial future and the commitment that will be required of Jay in the first few months of the start-up. Taking a second mortgage on the house makes her uncomfortable. She is also not sure Jay is the entrepreneurial type. In spite of all the concerns, Jay has prepared a business plan that he expects to submit to his banker in the next few days. The business plan consists of six parts: a one-page summary of the plan, a detailed description of his invention, forecasts of growth for the bicycle market, a one-year profit and loss statement, a plan for the manufacturing and final fabrication of the automatic gear and bicycle, and contains market survey report with some of his friends who own 10-speed bikes.

**Questions:**

- A. Assume if you were in place of Mr. Jay, then how you would have initiated the new start-up. Suggest the suitable steps for initiating the start-up.*
- B. Prepare a draft of business plan for Mr. Jay to be submitted to bank for loan. Describe the suitable structure of the business plan.*

**SECTION – B**

**02×03 = 06 Marks**

- Q. 2: Mention the importance of intrapreneur in an organization?  
Q. 3: Explain any three internal factors which lead to business risk.  
Q. 4: Differentiate between entrepreneurs and managers.

**SECTION – C**

**03×02 = 06 Marks**

- Q.5. Discuss the importance of entrepreneurs in stability of economic development.  
Q. 6. Define and discuss the role of entrepreneurial eco-system.

**Mapping of Questions with Course Learning Outcome**

| <b>COs</b> | <b>Question Number(s)</b> | <b>Total Marks Allocated to the CO</b> |
|------------|---------------------------|--|
| CO1        | Q1                        | <b>8</b>                               |
| CO2        | Q2, Q3, Q4                | <b>6</b>                               |
| CO3        | Q5                        | <b>3</b>                               |
| CO4        | Q6                        | <b>3</b>                               |
| CO5        |                           |  |

**Note:** Font: Times New Roman, Font size: 12.