



# 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 (2018-20) END TERM EXAMINATION (TERM -V)

Subject Name Entrepreneurship and design Thinking

Time: **02.30 hrs**

Sub. Code PG -33

Max Marks: **60**

**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 & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.**

### SECTION - A

Attempt all questions. All questions are compulsory.

**2.5×08 = 20 Marks**

Q. 1 (A): What is entrepreneur, entrepreneurship and enterprise.

Q. 1 (B): How Entrepreneurship and Innovation related to each other?

Q. 1 (C): Difference between Entrepreneur and Manager.

Q. 1 (D): Point out the Barriers to innovation and creativity.

Q. 1 (E): Mention the sources of business ideas and methods for generating ideas.

Q. 1 (f): What are the purposes of developing a business plan?

Q. 1 (G): Suggest the financial resources to be availed by the entrepreneur according to life cycle of the proposed venture.

Q. 1 (H): Mention the challenges faced by the entrepreneur in family business.

### SECTION - B

Attempt any five out of six questions

**04×05 = 20 Marks**

Q. 2: Entrepreneurship represents a real engine of economic development. Justify

Q. 3: Discuss Government of India policy measures to promote Women entrepreneurship in India.

Q. 4: Discuss the elements of operations and manufacturing in the business plan.

Q. 5: What are the sources of finance available to an entrepreneur in financing his venture? Explain their features and uses.

Q. 6: What are the types of Intellectual Property Rights? Discuss the strategy for developing intellectual property.

Q. 7: Discuss the areas where stocks needs to be controlled.

### SECTION - C

Read the case and answer the questions

**10×02 = 20 Marks**

**Q. 8: Case Study: - ELECTRONIC FRONTIER: SMITA JANI**

Now, after fifteen years of earnest struggle, Smita has become the only woman entrepreneur in Gujarat to manufacture multimeters and ohm-meters. Her products have become a guarantee of safety and good quality. She plans to supply her products to many reputed industries directly and through dealers. Smita 's edge possesses several appreciation certificates and awards for her commendable work from prestigious industrial institutions and media. In 2011, she was awarded Best Women Entrepreneur Award (Cash Rs. 1 lakh) by TAI, Bombay and she feels very proud about it.

Smita started her career as a worker in one of the electronics industries of Gujarat. Under her supervision came the unit where electrical multimeters were serviced. She worked there for a couple of years and gained experience in this field. Being an efficient worker, Smita could not satisfy her restless search for a challenge that stretched her interest of starting a service unit of multimeters. She resigned from the job and stepped out to do something on her own, in this same field. But Smita did not have the capacity to become self-employed because she was not clear about the prospects. She had lost her father, but her uncle motivated and supported her to go ahead.

This chain of difficulties did not lessen Smita's well-up enthusiasm. After persistent attempts and not very supportive banker, Smita lost hope of getting a loan and with her own resource of Rs. 27,000 managed to set up a unit in a rented premise in a busy commercial area. The place proved to be one of the advantages for Smita. She has 3 people working with her and she herself looks after technical work, purchase and dealing with clients. For her financial need she twice received micro credit loans from ICECD. She remembers that initially clients were not accepting her as Entrepreneur, especially since she was repairing and servicing electric motors, which is quite technical.

She adopts different techniques to deal with different clients and having learnt the tricks of the trade, she knows how much to charge from different customers. Her growth plans are also well-designed. She cashes on her contracts with big companies and clinches business from companies like Torrent Electricity Company, Ahmadabad, Electricity Company. The Chinese products in India market initially had poses challenges. But she continued with her good quality and service to clients and succeeded. She feels her products have the required market now and will have in future too.

Today, 50-year-old Smita is a genial housewife, a grandmother, and a prosperous entrepreneur in the field of electronics. Her tailpiece advice to every prospective woman entrepreneur is —never let your low educational qualification dampen your enterprising inclination, for you too can succeed like me.

She says, —I am not bothered about government support and in facts feels that in order to succeed all women should face some difficulties so they mature. Her advice to women is —Be practical, ask for information, go to market and have confidence.

She proudly says that my whole family is in business; son, husband and daughter-in-law. So, she says, —when women become entrepreneur the whole family becomes entrepreneur. Son has separate business of mobile training and repairing. She is a faculty and motivator to entrepreneurship programme to promote more and more women to venture into business.

### **Questions**

**Q 8(A):** What are the typical traits of an entrepreneur that can be observed in Smita Jani?

**Q8 (B):** Discuss the cases and examine how her life narratives will have impact on aspiring women entrepreneurs?