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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
END TERM EXAMINATION (TERM -II)**

Subject Name: **Entrepreneurship-II**

Time: **90 Minutes**

Sub. Code: **PG210**

Max Marks: **40**

Note: All questions are compulsory. Each question carries 10 marks

CO-1	Understand the fundamentals of People management and team building Customer acquisition and marketing strategy
CO-2	Understand the Entrepreneurial Finance and Resource Mobilization
CO-3	Understand about Scaling Up and Strategic Growth of their venture.

Situation 1

Rohit Sharma started a small organic snacks business from his home town with just five employees. Because of good product quality and smart online marketing, the demand for his products increased rapidly. Within two years, he received bulk orders from other cities and planned to open a second production unit.

At the time of expansion, Rohit realized that the leadership style he used in the early days—personally supervising every activity should remain same, so that quality standards will never be compromised. He used to take all decisions alone, because over a period of time, he became the master of his business. He appointed team leaders for production, marketing, and finance, clearly defined their roles, and encouraged them to share ideas, but never allowed them to take decisions independently.

He conducted regular meetings, motivated employees to accept new responsibilities, and created a system of open communication. When problems arose, he guided the team rather than blaming them. Even this flexible and supportive approach did not help the organization to grow fast, even there was a decline in profits .

Q. 1. What was/were the root cause of decline in profits? Explain the possible reason/s? (CO 3)

Situation 2

2. Anita Verma planned to start a small eco-friendly paper bag manufacturing unit in her city. She had a good business idea but limited personal savings. To mobilize financial resources, she prepared a detailed business plan and approached a local bank for a start-up loan. She also applied for a government subsidy scheme for women entrepreneurs.

For human resources, Anita recruited two professionals from a reputed Business School at very high salary and trained them in modern packaging techniques. She collaborated with a big marketing agency for marketing support. To arrange physical resources, she negotiated with suppliers to purchase raw material on credit and rented a huge office space in a premium place of a city.

Anita also used celebrities for advertising products. Digital platforms and social media were ignored. By combining financial, human, material, and technological resources, she was not able to start production within three months and gradually lost her hope to become a successful entrepreneur.

Q. 2. Critically examine the usage of various resources by Anita? (CO 2)

Situation 3

BrightCart is a newly launched online grocery delivery startup founded by Ankit, a young entrepreneur. The startup began with a small team of eight members handling operations, marketing, customer support, and deliveries. Initially, the team worked enthusiastically, putting in long hours to ensure timely deliveries and customer satisfaction.

However, within six months, problems started emerging. Roles and responsibilities were not clearly defined, leading to confusion and duplication of work. Marketing staff blamed operations for delayed deliveries, while delivery executives complained about unrealistic targets. Ankit, who handled all decisions himself, rarely consulted the team, believing that quick decisions were necessary in a startup.

As workload increased, two experienced team members resigned due to stress and lack of recognition. Morale among the remaining employees dropped, internal conflicts increased, and overall performance began to decline. Customer complaints also started rising, affecting the startup's reputation.

Ankit now realizes that poor team management may threaten the survival of his startup and needs to take corrective action immediately.

Q. 3. Identify the key team management issues faced by BrightCart in its early stage? (CO 1)

Q. 4. How did the leadership style of the founder contribute to the team management crisis?(CO 3)

COs	Marks Allocated
CO1	10 Marks
CO2	10 Marks
CO3	20 Marks