

8368

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(c) Harvest or exit strategy

(d) Women issues in family business

(800)

15/12/17 (M)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 8368

Unique Paper Code : 61015901

Name of the Paper : Entrepreneurship Development
(Generic Elective)

Name of the Course : Bachelor of Management Studies
(BMS), 2017 (CBCS)

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
1. Attempt all questions.
3. All questions carry equal marks.

1. Mansi and Jaya, both corporate lawyers in New Delhi, have grown tired of their lengthy daily commute, the stress of their jobs, and the overbearing policies of their employers. They have decided to leave their six-figure jobs and together start a travel club that would organise all women trips and

P.T.O.

holidays, the world over. You are a consultant and have been approached by Mansi & Jaya to help them plan their business.

What elements should you recommend they include in their business plan? Develop a strategic plan. (10)

2. With the help of examples, discuss the role played by the following groups in leading the ongoing surge in entrepreneurial activity. (15)

(a) Women

(b) Part-Time Entrepreneurs

(c) Home-Based Entrepreneurs

(d) Corporate Castoffs

(e) Corporate Dropouts

3. Anand and Sparsh are childhood friends who had always talked about starting a business together after college graduation. Anand has the financial background and Sparsh has the technical knowledge they believe would give them the competitive advantage needed to become an industry leader.

During their early college years, Anand and Sparsh developed

a new and innovative way to manufacture computer components. After selecting the company name "Smart Computers" the two friends have come to you for advice on developing a partnership agreement and raising capital for their business.

(a) Suggest suitable sources of capital and financial assistance for "Smart Computers". (7)

(b) What all points should they include in their partnership agreement and why? (8)

4. Answer the following:

(a) With the help of examples, explain the role played by social entrepreneurs. (7)

(b) Briefly explain the process of appraisal of loan applications by financial institutions. (8)

5. Write short notes on **ANY THREE** of the following:

(5*3=15)

(a) Sources of conflict in family firms

(b) Relationship between creativity, innovation & entrepreneurship