

13/12/2016 (Eve)

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 6109

Your Roll No.....

Unique Paper Code : 61015901

Name of the Paper : Entrepreneurship Development (Generic Elective)

Name of the Course : **Bachelor of Management Studies (BMS), 2016 (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.
2. Attempt **all** questions.

1. Maria was only 21 when she joined Beach Resorts Goa as a food and beverages (F&B) helper. She had just graduated from one of the premium catering colleges in Goa. She was young, energetic and possessed a pleasant disposition. Due to her experimenting nature she was not very successful with her F&B job. However, when one of her managers tried her out in guest relations, she was an instant hit. From then on there was no looking back for her. She soon rose to the position of a Banquets Manager. Even as a Banquets Manager she loved the kitchen section. She felt like cooking. Many a times she went to the kitchen of one of the Beach Resort Restaurants and experimented. Many a times she was successful, or this is what her kitchen staff often told her. She was enjoying every bit of her life. Unfortunately for her this was to be her glass ceiling. Due to a catering educational background not many in the Beach Resorts Management thought that she could take up hardcore marketing assignments. Maria was unhappy. She felt stifled. Her stagnation in position was making her feel truncated. Now, she has decided to go independent.

P.T.O.

- (a) You are a consultant and have been approached by Maria to help her choose a suitable form of ownership to start her venture. What would be your advice and why? (7)
- (b) What would be the suitable sources of finance for Maria's start-up? (8)
2. (a) What is the contribution of small businesses to economic development? (7)
- (b) Who is an entrepreneur? Give a brief profile of a typical entrepreneur. What is the primary motivation for the typical entrepreneur? (8)
3. Rehmat Malik thought he'd been a librarian long enough, and when the opportunity arose to open a small book-store called Memory Lane in the newly-renovated shopping centre, he was ready to act.
- (a) As Rehmat Malik begins the strategic planning process, explain the steps that he must take. (7)
- (b) Suggest at least 4 creative and innovative ways using which Rehmat can develop a unique book-store. (8)
4. (a) What do you understand by a Harvest or Exit strategy? Why are venture capitalists or other investors interested in a start-up's harvest strategy? (7)
- (b) Elaborate upon the status of women and their issues in a family owned business. (8)
5. Write short notes on **ANY TWO** of the following: (7.5×2=15)
- (a) Appraisal of loan application by financial institutions
- (b) Factors that hinder creativity
- (c) Role of social entrepreneurs
- (d) Sources of conflict in family business