

Unique paper Code : **61015917**

Name of the Paper : **Generic Elective – Entrepreneurship & New
Venture Creation**

Name of the Course : **Bachelor of Management Studies**

Semester : **III**

Duration : **3 hours**

Maximum Marks : **75**

Instructions for the Candidates:

1. Attempt **ANY FOUR** questions.
2. All questions carry equal marks.

SET A

Q1. Arjun enrolled at a Delhi University College as an under graduate student with a major in history, but joining the incubation centre on campus in his second year of college changed his future. During one of the meetings of the incubation centre, Arjun pitched the idea of a prepaid laundry service in north campus, aimed at busy students living away from their families and soon had partnered with four other students to research the market.

In addition to normal obstacles of starting a business, what other barriers are collegiate entrepreneurs like Arjun and his partners likely to face? Explain in detail the kind of support and assistance that this incubation centre can provide Arjun? Suggest some creative and innovative ideas using which Arjun and his partners can differentiate their service from other similar service providers.

Q2. Manan and his wife Vasundhara are expecting their first child. They live alone and work in Pune. Vasundhara is very anxious since she does not have anyone elderly woman to look after her and advise her as to how she should take care of herself, so she calls her doctor so often with questions that the physician has finally asked her to call less often. The situation has given the couple the idea to create a website that would connect people who have questions to experts in hundreds of fields, ranging from medicine to home repairs. “Why not program a website so Vasundhara could talk to a doctor anytime she wants?” says Manan.

What competitive advantages can the couple develop for their business venture? Identify some of the key success factors that would be necessary to become successful in this business. Assume that you are a consultant and have been approached by Manan and Vasundhara to help then conduct a competitor analysis? How would you do it?

Q3. ‘Affordable Homes’ of Gurugram, develops affordable housing for low income families. In the past, Raghav Ahuja, founder of this social venture relied on government grants as its main source of funding. However, this source of funding has declined steadily over the past years due to government budget cuts while demand for its services has continued to climb.

A key concern with any social entrepreneur is sustainability of funding. What recommendations can you make to Raghav Ahuja to ensure the sustainability of the venture over the long term? What are the various ways Raghav could generate funding to operate his social venture ‘Affordable Homes’?

Q4. Paramjeet worked for five years at the corporate office of Ryju's, an online education franchise. He has now decided to become a franchisee of Ryju's and operate it successfully. He says, 'Follow the system. It's one of the reasons why you bought a franchise. Don't try to change it, break it or fix it.' Do you agree with Paramjeet? Explain. Since Paramjeet is a first time franchisee, what advice would you offer to him before he buys a franchise of Ryju's? With the help of an example, discuss the role government in financing entrepreneurial activities.

Q5. Even a business that passes a market and financial feasibility analysis may not be a good business for an entrepreneur to launch. Explain using an example from Indian context. Why is it essential to develop a sound business model before writing a business plan?

Q6. One week after hiring a shipping manager for her online personalised gifts business 'The Unique Boutique', Nupur, the founder, knew something was wrong. Other employees saw the new hire slipping in and out of the building with a backpack. One day at lunch, he left to make a personal call but did not return for several hours. When he finally showed up, he was completely intoxicated. Nupur fired him immediately.

According to you, what kind of hiring mistakes could Nupur have made in the case above? List at least four ways that will enable Nupur to avoid making a hiring mistake in future? How can Nupur construct a right entrepreneurial team? Is it ethical for small companies to present to its potential employees only the fun aspects of the job and to gloss over its less appealing components?