

<b>Unique paper Code</b>	<b>:</b>	<b>61015917</b>
<b>Name of the Paper</b>	<b>:</b>	<b>Generic Elective – Entrepreneurship &amp; New Venture Creation</b>
<b>Name of the Course</b>	<b>:</b>	<b>Bachelor of Management Studies</b>
<b>Semester</b>	<b>:</b>	<b>I</b>
<b>Duration</b>	<b>:</b>	<b>3 hours</b>
<b>Maximum Marks</b>	<b>:</b>	<b>75</b>

**Instructions for the Candidates:**

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

Q.1 To accommodate the needs and aspiration of the country, youth should not more be dependent upon the jobs provided by the state rather they should work on some business idea and make it successful. India must reap the benefit of huge demographic dividend. In this light, entrepreneurship is the only solution. Comment on the statement in light of recent call of Indian Government on “Vocal for Local” and “Aatmnirbhar Bharat”

Q.2 Urban GO when introduced in Singapore during 2007 had to close their 70 percent outlet by the end of 2008. Do you think market entry strategies or expansion strategies play important role in entrepreneurship? What is the entry/ expansion strategies for an entrepreneurial entity? Which one is more prominent for IT industry in the contemporary times and why?

Q.3 Those who emerge as successful entrepreneur, they accept change and make themselves comfortable with change in order to succeed in longer run. Critically analyze the statement by citing reference of John Kao Model of Entrepreneurship. Support your answer by suitable examples.

Q.4 India has witnessed close to fifty Unicorns till now. Can it be said that their business model is sound therefore, they are able to get lucrative fundings and response in the market. A business model is company’s core strategies to deliver values and earning profit. What are the characteristics of Effective Business Model? Support your answer with case and examples.

Q.5 Prakhar and Darpan are best friend and have recently started separate business entities as ‘Excitement Holdings’ and ‘Its my Life’ ltd respectively. Prakhar loves innovation and try to apply innovation and creativity as and when possible due to which he is more efficient and so his business model whereas Darpan is more talented, he possesses good knowledge of business but lagging in innovation and creativity. They both applied for funding through a public sector bank under government schemes for startups. Prakhar successfully get the funding due to innovative and sustainable business plan whereas Darpan could not. Chances to get funding under government schemes in specific or from any other source is higher when

business plan are more innovative and sustainable. Why is it so? Comment on the recent trends of funding from government and non- government sources

Q.6 Ravi had started an Ed-tech company Edureka focusing on women education in 2019. He was fortunate enough to get funding at the very inception phase and was able to hire skilled workforce too. However, after a year he found that there is conflict of interest at every level in the organization and workforce are not satisfied with the leadership. How important is ethics and leadership in people and process management? In this case, suggest most appropriate style of leadership Ravi should adopt in order to improve the incumbent situation.