

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 2572

Roll No.....

Unique Paper Code : 101557

Name of the Course : Bachelor of Business Studies 2013

Name of the Paper : 502 Project Management & Entrepreneurship

Semester : V

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. (a) "India is playing an important role in the world economy and experts all over the world predict that it would be a key player in the future." But with a rising population of 300 million as compared to just 100 million jobs, the statement above does not seem to be a reality. What haunts us is that the industry might not have the capacity to accommodate manpower of such massive size ?

In such a case, do you think Entrepreneurship is the solution ? Justify your answer using examples. (10)

- (b) Anirudh is planning to open a store to sell DVDs in Defence Colony. As part of his feasibility study, he hands out a questionnaire to 500 people in her trade area, asking them to indicate whether they would shop at his store. Anirudh is pleased to find that 75 percent people surveyed said they would either "definitely" or "probably" shop in her store at least once a month. Should Anirudh plan his business based on the 75 percent figure ? Why or why not ? (5)

P.T.O.

2. (a) At Lush Cosmetics, a fast growing maker of soaps, shampoos, lotions, and moisturizers, founder Mark Constantine understands that a constant stream of innovative new products is one key to his company's success. That's why he holds annual meetings at which Constantine and his staff mark one-third of the company's products for elimination. Although dropping one-third of Lush's products every year is risky and means that the product development team must come up with at least 100 new products annually, it gives team members incredible freedom and fearlessness to dream. CEO Constantine himself works on new development for Lush, and most of his ideas, like those of other team members, never make into finished products. By modelling creative behaviour, Constantine encourages creativity among his staff.

Imagine you are an entrepreneur. You know that your role in stimulating creativity and establishing a culture that embraces and encourages creativity is vital. What characteristics would you exhibit as a leader of innovation? Why is creativity and innovation an integral part of entrepreneurship? (10)

- (b) Explain the conceptual model of entrepreneurship as given by John Kao. (5)

3. Read the case and answer the questions that follow :

Kabir was 56 when he was made redundant for the very last time.

Kabir explains, "After three months of job hunting I felt that at my age, it would be increasingly difficult to find a job that would see me through to retirement, so I decided to look at franchise opportunities and after looking at various franchise options I decided to use my customer services skills and put them to good use."

I looked at repeat order business to business sales where I could use these skills. I had never sold anything before, but after meeting the team at White Glow I realised that this type of sales requires more customer service skills than sales skills, with the training package on offer I felt that White Glow was going to be for me.

I looked at lots of different franchise concepts, but none came close to White Glow - I think there was something about it that appealed to me. And the fact that they were prepared to assist with the funding made me realise how confident they were in their product. The figures all stacked up and I thought, yes, this is achievable.

White Glow is a market leader in the supply of top quality cleaning chemicals and equipment.

"I spoke with my local bank manager and with their support to get funding in place I was all ready to start."

Kabir joined the White Glow network in October 2009 and hasn't looked back since. He bought a business that was at break-even point and has more than doubled the sales since he started - and he sees no reason why he can't grow by the same amount again.

"I have never been this focused - this is an incredibly exciting time for me. I get home at the end of the day feeling that I have really achieved something. Financially I am in control of my earning potential and with my hard work and the support I get from White Glow I know my financial future will be secure."

"Potential customers are far more inclined to take you seriously when you can save them money. The support I have received from Mr. Sidharth Biswas (Director) and his team has been fantastic - he has knowledge of this business like no one else I know."

- (a) You are a potential franchisee. What steps should you take before investing in this franchise? (5)
- (b) At what stage of the life cycle should you consider the option of buying this franchisee? (5)
4. What key issues would you examine in a preliminary project screening exercise? (10)

OR

What are the important facets of project analysis? (10)

P.T.O.

5. (a) How does Khadi and Village Industries Commission (KVIC) assist in development of village and cottage industries ? (10)

OR

- (b) What are various alternative sources of financing available for a project ? (10)

6. Write short notes on **any THREE** of the following :

(a) SCBA

(b) Project Insurance

(c) Network Analysis

(d) Legal aspects of project management

(3×5=15)

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 1143

Roll No.....

Unique Paper Code : 101557

Name of the Paper : Project Management & Entrepreneurship

Name of the Course : BBS

Semester : V

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 any 5 questions.
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1. Explain the concept of Entrepreneurship. Differentiate between Entrepreneur & Intrapreneur. Also, discuss the views of Walker & Drucker ? (3,4,8)
 2. Read the case & answer the following questions accordingly :

When representatives from Jacksonville, Florida, made a proposal to the National Football League(NFL) to host the 2005 Super Bowl, they knew that they had to overcome one major disadvantage; a lack of high- end hotel space, always a key factor in the NFL's bid requirements. The team's approach was based on the assumption that there was more than one right answer to provide upscale hotel space, & they came up with an innovative solution: they would dock cruise ships along the St. Johns River that would serve as floating hotels, putting guests within easy walking distance of the football stadium! Shortly after the meeting, NFL officials named Jacksonville the host city for the 2005 Super Bowl, making it the smallest city ever to host the big game.

 - (a) Explain why creativity & innovation are such integral parts of the entrepreneurship ? (8)
 - (b) Discuss the implication of TRIZ with suitable examples ? (7)

P.T.O.

3. Your father has been successfully running a jewellery business at Chandni Chowk for the last 50 years. You do not wish to join the same business & want to start a new business of artificial jewellery brought in especially from Kolkata. Using your father's knowledge, develop a strategic plan for the same keeping in mind the strategic planning process. (15)
4. Read the case & answers the questions that follow :
- After several years of running his own business that specialised in creating government databases, Ken Clansky decided to enter into a partnership with the owner of the company whose services complimented those Clansky's business offered. The two agreed to be equal partners in the combined ventures, but they neglected to create a partnership agreement. They soon discovered that their business goals & their managerial styles differed significantly, & conflicts surfaced. In retrospect, "we were both trying to run the show," says Clansky, who left the partnership & made a career change. "A business partnership is much more complex than it seems," he says.
- (a) Ideally, what should have been the contents of a partnership agreement in the above case? (10)
- (b) Explain the importance of having a partnership agreement. (5)
5. (a) "Developing countries like India need imitative entrepreneurs rather than innovative entrepreneurs". Do you agree? Justify your answer with examples? (7)
- (b) Discuss the various sources to finance a business. (8)
6. Write short notes on any **three** : (3x5)
- (a) NSIC
- (b) Consortium finance
- (c) Securitisation
- (d) Market Feasibility Analysis