

March-2016

OP3AAH

SYBMS

BUS-Planning &

Marks 75

Entp. mgmt.

Time 2 1/2 Hrs.

All questions are compulsory
All questions carry equal marks
Draw diagrams wherever necessary

Q.1 Attempt any 2 out of 3

- | | |
|---|-------|
| a) Define entrepreneurship and highlight its significance | 7 1/2 |
| b) What is entrepreneurial culture – Discuss | 7 1/2 |
| c) State and explain any two theories of entrepreneurship | 7 1/2 |

Q.2 Attempt any 2 out of 3

- | | |
|---|-------|
| a) Define Intreneurs and its characteristics | 7 1/2 |
| b) Discuss various problems faced by women entrepreneurs. | 7 1/2 |
| c) State the importance of Social entrepreneurship. | 7 1/2 |

Q.3 Attempt any 2 out of 3

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|---|-------|
| a) Explain how Opportunities and changes play a vital role in set up of an Enterprise | 7 1/2 |
| b) Define idea generation state the various sources of idea generation. | 7 1/2 |
| c) Explain how can one create his entrepreneurial venture and what would be the various stages in developing his product or services. | 7 1/2 |

Q.4 Attempt any 2 out of 3

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|---|-------|
| a) Discuss the various Institutional supports granted to an entrepreneur. | 7 1/2 |
| b) What are the remedial measures to set up a venture? | 7 1/2 |
| c) Discuss Venture funding and Fixed Capital | 7 1/2 |

Q.5 Case Study

15

It has been an exhausting day Mansukhbhai has spent all morning cycling to and fro, hawking his home made goods in the lanes and by lanes of the crowded city. He sat outside the pan shop, trying to snatch a few minutes of rest before starting another round. As he sat there, he noticed how the customers at the pan shop kept growing, in number and impatience. Mansukhbhai saw the time it took to make each pan, the panwallah trying to attend a dozen people at the same time. It occurred to him that if pan could be packaged and sold, it would instantly find a ready market.

And an idea was born. A man of the masses, with only his native shrewdness to guide him, had hit upon a marketing idea in a million. The kind that takes a guess to think of. That man was Mansukhbhai Mahadevbhai Kothari. The man behind Pan Parag Pan Masala.

QUESTIONS :

- (1) Analyse the case
- (2) Discuss how the idea generated behind the Pan Parag Pan Masala