

**BBM 601**

**Reg. No.**

**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION**

**APRIL 2012**

**BUSINESS MANAGEMENT**

**ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

**Time: 3 Hrs**

**Max. Marks: 105**

**SECTION-A (20 Marks each)**

**3X20 = 60**

1. Explain the functions of an Entrepreneur.

**OR**

Describe the elements of project formulation.

2. What are the steps to be taken while starting a small business?

**OR**

Explain Fund Flow and Cash Flow analysis.

3. Explain the phases of Entrepreneurial Development Programme.

**OR** Explain the

contents of Training programme under an EDP.

**SECTION-B (8 marks each)**

**5x8 = 40**

**Answer any five from the following:**

4. State the Economic factors affecting Entrepreneurial development.
5. What are the challenges faced by Women Entrepreneurs?
6. State the signals and symptoms of Industrial sickness.
7. Explain 'small business as a seedbed of Entrepreneurship'.
8. State the steps in preparation of a project report.
9. Write a note on the role of State in the development of entrepreneurs.

**SECTION-C(1 marks each)**

**5x1=5**

**Answer all the questions:**

10.
  - a) What is Opportunities Analysis?
  - b) What is Liquidity Analysis?
  - c) Expand NISIET.
  - d) Who is Fabian entrepreneur?
  - e) What is Project classification?

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**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION****APRIL 2013****BUSINESS MANAGEMENT****ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT****Time: 3 Hrs****Max. Marks: 120****SECTION – A (20 marks each)****Answer any Three questions.****3 x 20 = 60**

1. Explain the steps to be taken while starting a small business.
2. Describe the elements of project formulation.
3. Explain the contents of training programme under an EDP.
4. Explain the problems and challenges faced by women entrepreneurs.

**SECTION – B****Answer any Five questions.****5 x 10 = 50**

5. Explain “small business as a seedbed of Entrepreneurship”.
6. State the signals and symptoms of industrial sickness.
7. Write a note on liquidity and solvency analysis.
8. Write a note on the Institutions and Agencies assisting entrepreneurial development at the Regional level.
9. State the socio – economic factors affecting entrepreneurial development.

**10. Case analysis (compulsory).**

It is not often acknowledged that Rai Bahadr Mohan Singh Oberoi, 100, chairman of an empire of 29 hotels spanning most of the world's landmass is also the man who pioneered India as a brand, way back when it was only a bazaar of begging bowls and exotica. At 90, he looked back in something close to awe and said, “I often wonder how I did it.”

Certainly he did not give much of the credit to luck. True, he stood at the right time at the right place to confront his destiny, but this was just physical happenstance. What he did with the situation was amazing for a man from the boondocks of Bhaun, with little education, and really not to the manner born.

Indeed, if anything the Rai bahadur made his fortune out of calamity. If his father hadn't died of cholera when he was only an infant, his mother would not have returned to the ancestral home which gave Oberoi the connections and contacts that helped him raise money later to buy his first hotel, the Clarke's at Simla. If he hadn't flunked the interview for his first job as clerk with the Government of India, he would never have made his way to the Simla Mall, gazed in wonderment at the glitter of the Cecil and made up his mind that he would work there. If a fatal bug in the water supply, hadn't laid low Calcutta's mighty Grand Hotel. It would never have been up for grabs. Again Oberoi just chanced to hear about it at the Delhi railway station when he was leaving to return to base in Simla. He simply changed his ticket and his direction and went to mint millions out of war-time Calcutta – another catastrophe. Life served his lemons regularly but with even greater regularity did the Rai Bahadur made lemonade.

The story of the Rai Bahadur is all the more impressive because there was nothing in his background to suggest that he would be able to create the world class ambience and

sophistication for which the group is now celebrated, that he would be able to foresee India's current positioning in the global market, while doffing a deferential hat to history when it was demanded.

For instance, when other hotels were cramming their lobbies with brassbound chests and colonial nostalgia, Oberoi created the first international business hotel, the Oberoi Intercontinental in Delhi. However, in the Mena House, Egypt, and the Windsor, Australia, he went to extraordinary lengths and expense to produce authenticity to the last detail, including countrywide searches for memories and memorabilia. In order to replicate the flooring in the Windsor, he tracked down the original supplier of the tiles in distant Stoke-on-Trent, England.

Celebrating his 100<sup>th</sup> birthday last week with his mind almost as clear as it was 50 years ago, perhaps the one philosophy responsible might be his dictum. "I never worry. It clutters the brain. The problem may not happen, and even if it does, worrying will only come in the way of a clear-headed solution."

Question:

1. A good business idea is more important than finance" Explain your views in relation to the above case.

### SECTION – C

11. Answer all the questions:

10 x 1 = 10

- a) Who can be an Entrepreneur?
- b) Define the term "Entrepreneurship".
- c) What do you mean by Drone entrepreneur?
- d) Distinguish between "Pull factors" and "Push factors".
- e) What is the need for EDP?
- f) What is meant by economic viability?
- g) What is product profile?
- h) Define a small scale industrial unit.
- i) What is project classification?
- j) What is meant by cash flow analysis?

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CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION

APRIL 2014

BUSINESS MANAGEMENT

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Time: 3 Hrs

Max. Marks: 120

## SECTION – A

**Answer any THREE of the following**

**3x20=60**

1. Explain the various factors affecting Entrepreneurial Development.
2. Describe the problems faced by small scale industries.
3. Explain the planning commissions' guidelines for formulating a project report.
4. State the causes and consequences of Industrial Sickness.

## SECTION – B

**Answer any FIVE of the following, case is compulsory**

**5x10=50**

5. State the features of an Entrepreneur.
6. Explain the role of small business in India.
7. Write a note on Feasibility Analysis.
8. Explain the importance of Financing.
9. Write a note on Institutions & Agencies assisting Entrepreneurial Development.
10. It is not often acknowledged that Rai Bahadur Mohan Singh Oberoi, 100 chairman of an empire of 29 hotels spanning most of the world's landmass is also the man who pioneered India as a brand, way back when it was only a bazaar of begging bowls and exotica. At 90, he looked back in something close to awe and said, "I often wonder how I did it."

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The story of the Rai Bahadur is all the more impressive because there was nothing in his background to suggest that he would be able to create the world-class ambience and sophistication for which the group is now celebrated, that he would be able to foresee India's current positioning in the global market, while doffing a deferential hat to history when it was demanded.

For instance, when other hotels were cramming their lobbies with brassbound chests and colonial nostalgia, Oberoi created the first international business hotel, the Oberoi intercontinental in Delhi. However, in the Mena House, Egypt, and the Windsor, Australia, he went to extraordinary lengths and expenses to produce authenticity to the last detail, including countrywide searches for memories and memorabilia. In order to replicate the flooring in the Windsor, he tracked down the original supplier of the tiles in distant Stoke-on-Trent, England.

Celebrating his 100<sup>th</sup> birthday last week with his mind almost as clear as it was 50 years ago, perhaps the one philosophy responsible might be his dictum. “I never worry. It clutters the brain. The problem may not happen, and even if it does, worrying will only come in the way of a clear-headed solution.”

Questions:

1. “Nature and nurture play a key role in entrepreneurship development.” Explain with reference to above case study.
2. In your opinion, what are the significant determinants in the making of Shri Oberoi’s entrepreneurial career?

### SECTION – C

11. Answer all the questions

10x1=10

- a) Who are Fabian Entrepreneurs?
- b) Define Entrepreneurship.
- c) Expand NAYE.
- d) What do you mean by Need Achievement?
- e) State any two problems faced by EDPs.
- f) Mention any two types of SSIs.
- g) What is Project Description?
- h) What do you mean by Term Loans?
- i) State any two signals of Industrial sickness.
- j) What is meant by opportunities analysis?

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**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION  
APRIL 2015  
BUSINESS MANAGEMENT  
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**Time: 3 Hrs****Max. Marks: 120**

**SECTION – A**

**Answer any THREE of the following****3x20=60**

1. Explain the Challenges and problems of Women Entrepreneurs.
2. Describe the role of small business in Indian Economy.
3. What is Project Report? Explain the guidelines for formulating a project report.
4. Explain the contents of training programme under an Entrepreneurial development programme.

**SECTION – B**

**Answer any FIVE of the following, case is compulsory****5x10=50**

5. Explain the characteristics of an Entrepreneur.
6. What are the problems of small scale sector in India?
7. State the factors to be considered while establishing a small scale unit.
8. What are the objectives of Entrepreneurial development programme.
9. Explain the causes of Industrial sickness.
10. Case Analysis (Compulsory)

Rita Singh, 45 years old in January 2000, the founder of Mesco Company with an annual turnover of Rs1,500 crore had to put hard labour to reach to the pinnacle of her success. When she was just 7 years old, her father retired from the post of lecturer. She got married with an Air Force officer at the age of 19 years. When she felt boredom after marriage. She planned to start a milk dairy. She started it with three buffaloes at Hindan near Ghaziabad. She started earning profits from selling milk and thought to expand her dairy business. However, it was not accepted to her luck. Her husband was meanwhile, transferred to Sarwana. Like most of the Indian wives, she joined her husband at sarwana but certainly with her innate enterprising attitude.

At sarwana, she installed a sugar plant and she was so strong in her mission that she dared to do her own even the risky jobs like driving tractors packed with sugar cane. But her husband had to retire 20 years before his super annuation age as he fell prey to paralysis. Now, there was no other option for Rita Singh but struggle and struggle. Which sparked a new business idea? She started thinking of venturing into the export business that was least known to

her; she was firm on it and her ardent effort brought an order for the tune of 5,000 tons of Tepeo ( a kind of cattle fodder) to supply to Germany and America. She complied with the order without any sufficient capital at her disposal and toured Germany all alone, though without profit. She could well understand the complex procedure involved in export business and this came as a turning point in her life.

Rita Singh was serious in her efforts as lion is as her name 'Singh' symbolizes 'Lion'. Today the outcomes of her tireless hard labour to achieve greater and greater things in life are the Mesco Pharmaceuticals, Steel Plant, Leather Goods, Shoe Company, and Mesco Airlines. To reach to her self-actualization stage, she underwent through every trial of struggles she was put in. She inclined to simple life and ordinary things; not liking much to join the status symbol parties till late night. But she likes to spend her holidays in her holiday home in Mauritius. She wants to live life with fulfillment for which she is always ready to take any risk.

Rita Singh believes "Risk needs to be taken in life because it is impossible to climb the stairs of success without taking risks".

1. In your opinion, what are the significant determinants in the making of Rita Singh's entrepreneurial career
2. Discuss the major entrepreneurial competencies that you find in this case.

### SECTION – C

11. **Answer the following:**

**10x1=10**

- a) Who are Fabian Entrepreneurs?
- b) Define Entrepreneurship.
- c) What is meant by economic viability?
- d) What is meant by withdrawal of status respect?
- e) State any two types of Small Scale Industries.
- f) What is product profile?
- g) What do you mean by Export finance?
- h) What are Industrial Estates?
- i) State any two causes of Industrial sickness.
- j) What is Turnaround Management?

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**CREDIT BASED SIXTH SEMESTER B.B.M. DEGREE EXAMINATION APRIL 2016**  
**BUSINESS MANAGEMENT**  
**ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

Time: 3 Hrs.

Max. Marks: 120

**SECTION – A**

**Answer any THREE of the following:****3×20=60**

1. Explain the problems and challenges faced by Women Entrepreneurs.
2. Explain the different phases of EDPs.
3. Describe the steps involved in preparation of project report.
4. Explain the various types of institutional finance to SSI.

**SECTION – B**

**Answer any FIVE of the following:****5×10=50**

5. What are the causes of Industrial Sickness?
6. Explain the role of state in the development of entrepreneurs.
7. Write a note on profitability liquidity and solvency analysis.
8. State the factors to be considered while selecting location for a small scale unit.
9. What are the social factors affecting entrepreneurial development?
10. Case Study:

Reeta Singh, 45 years old in January 2000, the founder of Mesco Company with an annual turnover of 1,500 crore had to put hard labour to reach to the pinnacle of her success. When she was just 7 years old, her father retired from the post of lecturer. She got married with an Air Force officer at the age of 19 years. When she felt boredom after marriage, she planned to start a mild dairy. She started it with three buffaloes at Hindon near Ghaziabad. She started earning profits from selling milk and thought to expand her dairy business. However, it was not accepted to the luck. Her husband was meanwhile, transferred to Sarwana. Like most of the Indian wives, she joined her husband at Sarwana but certainly with her innate enterprising attitude.

That place and situations do not deter one from marching ahead in accomplishing one's mission was certified by Reeta Singh by installing a Sugar Plant at Sarwana. She was so strong in her mission that she dared to do her own even the risky jobs like driving tractors packed with sugarcane. There came yet another trial for her. Her husband had to retire 20 years before his super annuation age as he fell prey to paralysis. Now, there was no other option for Reeta Singh but struggle and struggle. This struggle period sparked on altogether new business idea in her head. Reeta Singh started thinking of venturing into the export business that was least known to her. But she was firm on it and her ardent effort brought an order for the tune of 5,000 tons of Tepeo (a kind of cattle fodder) to supply to Germany and America. Reeta Singh somehow complied with the order without any sufficient capital at her disposal and toured Germany all alone. Though she did not earn any profit out of her business tour to Germany, she could well

understand the complex procedure involved in export business. This came as a turning point in her life. Then, there was no looking back for Reeta Singh.

The Hindi word 'Singh' means lion. The name 'Reeta Singh' symbolizes 'lion'. She was so strong in strengths and serious in efforts as lion is. Today, the outcomes of Reeta Singh's tireless hard labour to achieve greater and greater things in life are the Mesco Pharmaceuticals, Steel plant, Leather Goods, Shoe Company, and Mesco Airlines. There is no denying of the fact that to erect such a gigantic business empire and to reach to her self-actualisation stage, Reeta Singh underwent through every trial of struggles she was put in. That is why her success founded on series of struggles has made Reeta Singh inclined to simple life and ordinary things. She does not like much to join the status symbol parties till late night. What she likes is to look after her business empire by travelling abroad in her own two Helicopters. She likes to pass her holidays in her holiday home in Mauritius. In fact, her likings are bundles of contradictions. While she likes to be adorned with diamond and pearl, she loves to remember her days of struggle by looking at people travelling on rickshaws and in jampacked DTC and blue line buses while travelling in her costliest Rolls Royes on the heavily crowded roads in the national capital city of Delhi. This is not the end of her likings. Last time, she also contested from the Ghaziabad parliamentary constituency which she lost. She wants to live life with fulfillment for which she is always ready to take any risk.

Reeta Singh believes: "Risk needs to be taken in life because it is impossible to climb the stairs of success without taking risks."

Question:

- 1) In your opinion, which theory of motivation does apply to Reeta Singh?
- 2) Discuss the major entrepreneurial competencies that you find in this case.

### SECTION – C

11. Answer all the questions:

10×1=10

- a) Who are life timers?
- b) What is Innovation?
- c) Define Women Entrepreneur.
- d) State the phases of EDPs.
- e) State any two types of SSIs.
- f) What is project identification?
- g) What is over-capitalization?
- h) What is Financial Analysis?
- i) What is meant by turnaround management?
- j) Expand NSIC.

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