

20/03/2013

PRELIMINARY EXAMINATION (TYBMS VI SEM)

SUB: ENTERPRENERURSHIP & MANAGEMENT OF SMALL & MEDIUM ENTERPRISE

Duration: 2hrs

Marks: 60

N.B. 1) All questions in section I are compulsory

2) Answer any three questions from section II

Q.1. Explain the following concepts:

(15)

- a. Industrial Estate
- b. Small-scale industry
- c. Venture capital
- d. Environmental scanning
- e. Sick unit

Q.2. case study

(15)

Ramesh is graduate in mechanical engineering. He has just one years experience in design and development department of a small firm engaged in manufacture of Hyadraulic system. Ramesh is the only male off-spring between three brothers. His father is a farmer who brought up his two younger brothers under great hardship. Now, he has a farmhouse near Kolhapur with some surplus land which can be used for non polluting industrial purpose after some formalities. His uncle works in kirlosker engines and is responsible for outsourcing the components. His uncle is settled in thane and posses a huge flat near the station. He is a trainer with NIIT for their franchise outlets. Ramesh though settled, is not happy with his earnings. His colleagues, who got the job in IT sector, are far more happy financial. The family is encouraging Ramesh to start his own enterprise. They can put 10 lakh in his business. Ramesh has two younger sisters who are of marriageable age

Questions.

- a) Should Ramesh go for his own business? Please consider all facts and advice Ramesh. (5)
- b) For the start-up, should Ramesh opt for a franchise outlet, promote an ancillary unit, acquire a going business/ enterprise or start from the scratch something about which he may be passionate. (5)
- c) Whatever decision, Ramesh takes; please give your critical views considering the present business environment. (5)

SECTION II

P.T.O.

01/05/2020

- 2 -

Q.3) Discuss the problems faced by women entrepreneurs. Explain the role played by SHG's in encouraging women entrepreneurs. (10)

Q.4) Explain objectives of Entrepreneurship Development Programme, and how it is conducted. (10)

Q.5) Why is it necessary for an entrepreneur to scan the environment in which he operates? (10)

Q.6) Explain the role of SIDBI in assisting small scale entrepreneurs. (10)