

19/3/12

K.E.S SHROFF COLLEGE OF ARTS & COMMERCE

Kandivali (west), Mumbai 67

T.Y.B.Com (Management studies)

Preliminary exam

Sub: Entrepreneurship Management

Time: 2 Hour

Marks: 60

N.B 1) all questions are compulsory.

2) Figures to the right indicate full marks.

3) Attempt any three questions from section II

SECTION I

1) Explain the following concept (any five).

(15)

- a) Intrapreneurship
- b) E.D.P
- c) MSME
- d) Outsourcing
- e) Environmental Scanning

2) Read the following case and answer the questions given below.

(15)

Ramesh is graduate in mechanical Engg. He has just one year's experience in design & development dept. of a small firm engaged in manufacture of hydraulic 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 farm house near Kolhapur with some surplus land which can be used for non-polluting industrial purpose after some formalities. His uncle works in Kirotskar 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 I.T sector, are far more financially. The family is encouraging Ramesh to start HIS OWN Enterprise. They can put 10 lakhs in his business. Ramesh has two younger sisters, who are of marriageable age.

P.T.O.

Questions:

- a) Should Ramesh go for his own business? Please consider all facts and advice Ramesh. (5)
- b) For start-up should Ramesh opt for a franchise outlet, promote an ancillary unit, acquire a going business 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

- Q3) what are different aspects of Project Appraisal. (10)
- Q4) What are the Problems faced by Indian Woman Entrepreneurs & what government can they Avail. (10)
- Q5) Define small-scale industry. Explain the characteristics of the small- scale industry. (10)
- Q6) a. State & explained the factors affecting Ancillarisation. (5)
- b. Discuss any two theories of Entrepreneurship. (5)