

# INDIAN MARITIME UNIVERSITY

(A Central University, Govt. of India)  
End Semester Examinations – June/July 2019  
Semester IV

## B.B.A (Logistics, Retailing and E-Commerce) Entrepreneurship-(UG31T1405)

Date: 14.06.2019

Max Marks : 100

Time: 3 Hrs

Pass Marks: 50

### Part-A

Answer all the questions

10 x 1 = 10

- \_\_\_\_\_ tells the purpose of existence of business.
  - Mission
  - Vision
  - DNA
  - Both A and B
- Goodwill is the \_\_\_\_\_ of firm
  - Asset
  - Property
  - Liability
  - Working capital
- "Entrepreneur is someone who actually searches for change responds to it and exploits those changes as an opportunity" this is a famous statement given by \_\_\_\_\_ in the context of promotion of entrepreneurship in the world.
  - Koontz O'Donnell
  - H.N. Hansen
  - Peter Drucker
  - Joseph Schumpeter
- Management's primary function is \_\_\_\_\_
  - Planning
  - Budgeting
  - Controlling
  - Organization
- Introduction of new products and services and adding it to product line is known as \_\_\_\_\_
  - Modernization
  - Expansion
  - Diversification
  - All of the above

6. Entrepreneur needs to leave\_\_\_\_\_and enter into\_\_\_\_\_to start up a venture.
- Safe, unsafe
  - Comfort zone, twilight zone
  - Twilight zone, comfort zone
  - Unsafe zone, safe
7. Steve Jobs said Sell\_\_\_\_\_and not\_\_\_\_\_
- Company, customers
  - Desire, wants
  - Product, dreams
  - Dreams, product
8. Intrapreneur faces competition from\_\_\_\_\_
- Entrepreneurs
  - Managers
  - Inside employees
  - All the above
9. A few months ago, ABC Engineering Company Ltd got listed in a stock exchange. Listing price was Rs.115 and face value Rs.10. The last published financial results of the company show the P/E ratio as Rs.30.50 and EPS as Rs.4. What is the market price of the share in the stock exchange?
- Rs.7.58
  - Rs.122
  - Rs.34.50
  - None
10. The healthy growth of entrepreneurship in the country demands.....
- Media
  - Society
  - Government
  - All of above

**Part – B (200 words)**  
**Answer any 6 questions**     6 x 7 = 42

11. Who is an Entrepreneur? Discuss various types of entrepreneurs.
12. Examine the need to promote entrepreneurship in the country based on the premise 'entrepreneur is an agent of progress'.
13. The success of an enterprise depends very much on the entrepreneurial competencies of the Entrepreneur. Discuss.
14. India has a good number of Women leaders and among them some are world famous. But women entrepreneurship is not growing in the country in a phase as expected. Attempt a discussion on women entrepreneurs' importance, problems and their solutions in the context of developing India.
15. Assuming you to be a high performance start up entrepreneur, explain how you will make an investor pitch?

16. The sales of M/s. Hilltop Trading Co. in Himachal Pradesh for the FY18-19 are Rs.1,00,000, its variable cost is Rs.60,000 and profit is Rs.20,000. Find the fixed cost element of the firm.
17. What is Intellectual Property (IP)? Define Intellectual Property Rights (IPR) and briefly explain various types of IPR.
18. Subroto Bagchi's entrepreneur experience has lot to tell us about why a start up fails. List out his reasons and briefly explain them.

**Part-C (500 Words)**

**Question No.19 is compulsory and**

**Answer any 3 questions of the remaining 5 questions 4 x 12 = 48**

19. Exit of 'the Billionaire Gates'

Saturday, June 28, 2008 at 21.12 hrs Bill Gates kept his 2006 promise that he will quit from his day-to-day work at Microsoft - a company he founded in 1970 and which began its meteoric rise with the launch of MS-DOS in a tie-up with IBM in 1980. The master of PC software will now concentrate his efforts on philanthropy through the Bill and Melinda Gates Foundation, while remaining non-executive Chairman of Microsoft. Ironically enough, he retires at a time when his company is facing its biggest challenges ever - it has found itself lagging behind Google in internet technologies which are fast replacing personal computer technologies as the cutting edge in the IT industry.

Microsoft's failure to acquire Yahoo was a symptom of a deeper problem and challenge. Still, Google's march over Microsoft should give critics, who accused Microsoft of being a monopoly, something to think about. Ultimately, market forces caught up with Microsoft where government spending unnecessary millions on anti-trust lawsuits could not. While Microsoft did have a near monopoly of the software market for close to three decades, it was on the strength of its ability to continuously innovate. But perhaps its comfortable market position and high profits made it a trifle complacent about new technologies and sharper rivals - a thought which must cross Bill Gates' mind as he moves on.

Coincidental with the declining fortunes of Microsoft was the relative decline in Gates' wealth - he is now only the third richest man in the world. Still, it is hard to accuse him of being solely motivated to enriching himself. He has always maintained that '*great wealth means great responsibility*'. The fact that he has devoted most of his personal fortune to his Foundation shows that he takes his words seriously. The Foundation has been a remarkable success, developing a number of market-friendly solutions for the challenges facing by the poor. The Foundation's work in the field of health, particularly HIV and malaria, has been noteworthy is more creative and superior to the work done by any government. Of course, nobody's perfect and nor is Bill Gates-he took a long time to see the PC revolution was being challenged, and the market made him see it. Still, given his remarkable legacy in software, his work in philanthropy should be fascinating to watch.

Based on above narrations, answer the following questions.

- (i) As an Entrepreneur, what are Bill Gates' contributions?
  - (ii) The Social Entrepreneur (SE) in Bill Gates took birth and is a worldwide trend. In your opinion, whether this SE choice was right? Explain.
  - (iii) Great wealth means great responsibility' Elucidate.
  - (iv) Briefly explain your view on "Exit Gates"?
20. 'Every employee in an organisation should practice its DNA to Value systems' said Subroto Bagchi. Explain the start up eco-system building chain from *DNA* to *Value systems* as perceived by him and its importance in customer services.
  21. What are the important characteristics of Team-A, the core team that a High performance entrepreneur will look for?
  22. What is a Business plan (BP)? Explain different elements usually included in a BP and state its importance.
  23. Explain the legal structures that an entrepreneur can choose while setting up his/her start up enterprise in India.
  24. Write short notes on:-
    - a). Innovation and creativity.
    - b). Venture Capital.
    - c). Financial Statements.