

Indian Maritime University
(A Central University, Govt of India)
Supplementary Examinations – September/October 2024
Programme Name: MBA (ITL/PSM)
Semester: IV
Subject Code: PG21T3401/PG22T3401
Subject Name: ENTREPRENEURSHIP & STRATEGIC MANAGEMENT

Date: 18.09.2024

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. _____ organizes, manages and takes the risk of developing those new products or processes for which the market demand exists but these are not currently being supplied in the market.
 - i) Entrepreneur
 - ii) Freeloder
 - iii) Both of the above
 - iv) None of the above

2. _____ strategy involves the sale or liquidation of a portion of business, or a major division, profit centre or SBU.
 - i) Divestment
 - ii) Penetration
 - iii) Turnaround
 - iv) None of the above

3. An _____ is an employee of a large organisation, who has the authority of initiating creativity and innovation in the company's products, services and projects, redesigning the processes, workflows and system with the objective of transforming them into a successful venture of the enterprise.
 - i) Entrepreneur
 - ii) Interpreneur
 - iii) Intrapreneur

iv) None of the above

4. _____ approach of problem solving involves a disciplined, precise and methodical approach.

- i) Innovator approach
- ii) Adaptor approach
- iii) Both of the above
- iv) None of the above

5. _____ is a merger of two organizations that are operating in the same industry but at different stages of production or distribution system.

- i) Horizontal Merger
- ii) Vertical Merger
- iii) Diagonal Merger
- iv) None of the above

6. _____ entrepreneur is one who undertakes trading activities and is not concerned with the manufacturing work of goods. He targets the potential markets, explores the opportunities, stimulates demand for his product line and creates a desire and interest among buyers for his product.

- i) Business
- ii) Trading
- iii) Both of the above
- iv) None of the above

7. Late Dhirubhai Ambani is a _____ entrepreneur.

- i) first generation
- ii) second generation
- iii) third generation
- iv) None of the above

8. The creation of a new product, service, or process, often one that is novel or untried is called as _____.

- i) Invention
- ii) Synthesis
- iii) Synthetic
- iv) None of the above

9. Which area does not fall in the purview of audit of start-up enterprises?

- i) Prevention of fraud
- ii) Ensuring legal / regulatory compliances
- iii) Identifying activities not performing as per business plan
- iv) Early identification of errors and improper documentations

10. Which of the following is/are the characteristic(s) of an entrepreneur?

- i) Risk bearer
- ii) Organizer
- iii) Innovator
- iv) All of the above

Section B

Five Questions of 02 Marks each

11. What are various sources of short term finances available to an enterprise in India?
12. What do you understand by the term 'Entrepreneur'?
13. What do you understand by the term 'synthesis'?
14. Explain briefly the concept of Leveraged Buyout Financing.
15. State the factors inducing growth/ expansion strategy.

Section C

Seven Questions of 8 Marks each of which any 05 questions to be answered.

16. A) State in detail the fundamental parameters based on which Micro, Small and Medium Enterprises under the MSMED Act, 2006 are categorised.
B) What are the important elements to be observed while developing an effective Business Plan by an entrepreneur? (4 + 4)
17. A) What are various sources of short term, long term and medium-term finances available to an enterprise in India?
B) While estimating the requirements of fixed capital and working capital for a new enterprise, what are the essential factors that are looked into? (4 + 4)
18. Write a note on Sir Michael Porter's competitive strategies.
19. Explain the various characteristics of Stability strategy in your own words.
20. State the objectives of entrepreneurship development.
21. Write a note on the traits which a businessman should possess.
22. Discuss the creative process adopted by the entrepreneurs in your own words.