

2101183

**MASTER OF VOCATION**  
**Entrepreneurship**  
**Subject: Entrepreneurial Strategy**  
**Subject Code: MED901**  
**Semester: Third**  
**January 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

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**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number											

**SECTION –A (OBJECTIVE TYPE QUESTIONS)**  
**(10x2=20 Marks)**

- A What are the main characteristics of an entrepreneur?
- B Discuss various obstacles faced by women entrepreneur.
- C What is demand analysis? Explain any two techniques .
- D Differentiate micro, small and medium enterprise from turnover perspective.
- E Explain role of self-help group for promotion of business?
- F How would you classify market segment?
- G How do you manage the network in business?
- H Define family business?
- I State the difference between Intrapreneurship and Eco-entrepreneurship with the help of examples?
- J Define term Techno Entrepreneurship and Net-Entrepreneurship.

**SECTION –B (ESSAY TYPE QUESTIONS)**  
**(5x10=50 Marks)**

1. Define small enterprise and briefly discuss growth strategies for small business enterprises with suitable examples.
2. How would you define a family firm? What are the benefits and disadvantages of owning and operating a family business? Discuss the strategies for improving the capability of a family business?
3. What are the sources of finance available to an entrepreneur in financing Business Start-ups? Explain their features and uses and problems faced by start-up firms.
4. As a potential entrepreneur how would you construct a business plan to satisfy your banker. Discuss and write the format of business project report. Write a note on feasibility report or areas of project appraisal and criteria.
5. Discuss in detail marketing plan of new organisation? What pricing strategies are adopted by them?
6.
  - a) Explain the significance & Growth of MSME in India.
  - b) Explain factors influencing women entrepreneurs and various institutions supporting women's entrepreneurship in India.
7. Describe in detail the role of development institution and trade associations in financing, marketing and assistance in project development?

**8. Case Study :**

Reliance engineering is a manufacturing firm with about 160 employees. The founder of the business, Manoj, is not active now, and his son, Amit, is the person responsible for the business now. One of Amit's sisters, Ashwini, runs a small branch distributing office. Her husband, Arun works out of that office as a salesperson. There are two other people in the office. Amit is reorganizing the business and planning to eliminate the two other office functions by moving them to the home office. Ashwini wants to hire her 21-year-old daughter, who has a degree, to fill the soon-to-be-created position of office assistant. From everything Amit understands, this is not the right thing to do. However, Ashwini cannot understand why. Amit has two sons about to leave college. His other sister, Veena, has one son, now out of college, and three daughters still in school. Amit is not yet sure who else might want to join the business, but one of his sons, who will graduate with an industrial engineering degree next year, has expressed some interest.

**Case Questions:**

- a) Is there a list of do's and don'ts regarding employment of family members in a family business?
- b) Amit has not got down to documenting a family employment policy yet. Help him frame one.

**\*\*\*END OF PAPER\*\*\***