

BACHELOR OF VOCATION
Subject: Entrepreneurship (MOOC/Online Course-II)
Subject Code: OMS-501
Semester: First
February 2022
Theory (External): 70 Marks
Time: 03 Hours

8. Founded in 2013 primarily as a coding boot camp, Tech Talent South offers both part-time and full-time courses on topics like Ruby on Rails and Big Data Analytics. Most of the camp's programs are run out of cooperative working spaces and temporary locations throughout the cities it has a presence in. The primary focus of the Atlanta-founded and now North Carolina-based company as branded in the name was on coding in the South, but the company to date has expanded to eleven markets with plans to expand even more. The founder, Betsy Idilbi, jokes that she wouldn't have named the company Tech Talent South if she had known its full potential and growth, including being plugged into the entrepreneurial ecosystem in places such as Columbus, Ohio. The company even has offices in the northeastern city of Hartford, Connecticut.

Q1 Could a feasibility analysis have helped Betsy from the start?

Q2. The company has expanded its business to offer corporate trainings at existing companies, rather than teaching classes directly to student enrollees. How would you identify a new potential market for Tech Talent South to enter?

Q3. What could be done with its existing business?

Q4. How would you advise the company on making go-or-no-go decisions for entering new markets?

END OF PAPER

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 (SHORT/OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

- A. Compare and contrast between Entrepreneur Vs. Intrapreneur.
- B. How to appraise the project?
- C. Explain the Classification of Ownership Structure
- D. What are the stages in Industrial sickness?
- E. What are the guidelines given by RBI related to Entrepreneurship?
- F. "Entrepreneurship as a Career"- comment this statement.
- G. Write a note on Women Entrepreneur in India.
- H. What are factors affecting Entrepreneurship growth?
- I. Explain the objectives of entrepreneurship development programme
- J. Explain the concept of creative thinking.

SECTION –B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

1. What is entrepreneurship. What is the role of the entrepreneur in the Indian economy? Give some reasons why an individual entrepreneur might succeed in bringing a product to the market where the government or a large corporation might fail
2. Discuss business pressures that have led to an increasing emphasis on intrapreneurship. Explain why traditional corporate management has not been conducive to intrapreneurship

3. What factors present in our society could account for the differences between male and female entrepreneurs today. What changes do you foresee in this pattern 10 years down the line?
4. How does Environmental Analysis help in search and scanning for business ideas. How would you go about monitoring and evaluating the new products being offered by existing companies? Is this a viable technique of generating new ideas. Why or why not.
5. Discuss the fundamentals of a good feasibility plan. Explain the major components of a feasibility plan. Cite suitable examples.
6. What is the role of the central government and state government agencies in promoting entrepreneurship?
7. India is mainly an agrarian country, and its major G.D.P. is the farmers. Recent times have seen a spate of suicides by many farmers due to failure of crops, and many other reasons as debts etc have come to take a serious view of this important activity which being neglected and relegated to other more lucrative industrial. Small agricultural activity hence needs to be viewed as an "Entrepreneur venture" and the small farmer as an 'agricultural entrepreneur' Keeping this conceptual theme in mind answer the following requirement.
 - a) how can agriculture be viewed as an entrepreneurial venture? Attributes are necessary in a small scale farmer entrepreneur?
 - b) In order to remove complete dependence on crops, alone activities need to be augmented by the other supplementary activities. What activities would you propose which will help the farmer survive the loss of crops?
 - c) Design a short Entrepreneurship development programme for the farmer.