

**DIPLOMA OF VOCATION
Mechanical Manufacturing**

**Subject: Entrepreneurship Management (MOOC/Online
Course-II)**

Subject Code: EM-301

Semester: First

February 2022,

Theory (External): 70 Marks

Time: 03 Hours

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

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then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar kameez dupatta set). Women are now proving to the world that their role in the society is no more limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills. Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in an entrepreneurship with clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and appropriate environment.

- a) Elucidate the details of women's entrepreneurship possible outcomes of this case.
 - b) What will be the reasons behind the entrepreneurial development in case of present study?
 - c) Suppose if you are the women entrepreneur, explain the role played by you for the economic development.
7. What is meant by promotion of a venture? Explain the stages in the promotion of a venture.
 8. Provide a framework for the entrepreneurial strategies.

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

SECTION -A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. Bring out the types of entrepreneur on the basis of functional characteristics
- B. Define the concept of EDP.
- C. List possible reasons why women-owned businesses are smaller than the average business owned by men.
- D. What is the interrelationship between enterprise and society?
- E. Define Business plan?
- F. Define different sources of financing the entrepreneurship.
- G. Brief description on rural entrepreneurship.
- H. What is seed capital?
- I. Explain any six features of business plan.
- J. What is meant by idea generation? What factors are influencing idea generation?

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

1. "Entrepreneurship as a Career"- comment this statement.
2. Describe the types of Entrepreneurs? Which one do you think most suitable for India?

3. Explain any six pitfalls in preparing a Business plan and also the techniques of avoiding the same.
4. What is EDP. Explain the phases of EDP.
5. Explain the measures taken by Government of India for developing rural entrepreneurship in the country.
6. Women entrepreneurship in India; A case study of Jaishree Kabra of Kothari Silk: A lot of adapted analogue of entrepreneurship that would fit into the rural development context, argued here, is the broader one, the one which defines entrepreneurship as: "a force that mobilizes added assets to accommodate unmet bazaar demand", the adeptness to actualize and body something from about nothing", "the action of creating amount by affairs calm an altered amalgamation of assets to accomplishment an opportunity". This is why entrepreneurship is advised to be a prime mover in development and why nations, regions and communities that actively advance entrepreneurship development, authenticate abundant college advance ante and appropriately college levels of development than nations, regions and communities whose institutions, backroom and adeptness arrest entrepreneurship. Women entrepreneurs have a tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Jaishree's dynamic and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each catalogue having 12 to 18 designs. They claim that none of their designs are ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises of sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on computer and the designer