

DIPLOMA
Piping Technology
Subject: Entrepreneurship Development
Subject Code: OMS-501
Semester: Second
July 2021
Theory (External): 70 Marks
Time: 03 Hours

India's retail market is expected to touch a whopping Rs 47 trillion (US\$ 782.23 billion) by 2016-17, expanding at a compounded annual growth rate (CAGR) of 15 percent, according to a study by a leading industrial body. The total organized retail supply in 2013 stood at approximately 4.7 million square feet (sq.ft), witnessing a strong year-on-year (y-o-y) growth of about 78 percent over the total mass supply of 2.5 million sq.ft in 2012. The foreign direct investment (FDI) inflows in single-brand retail trading during the period April 2000-January 2014 stood at US\$ 98.66 million. Retailing as a whole contributes almost 14-15% of India's GDP and employs almost 8% of India's employable population.

Big Bazaar is credited with bringing organized mega retailing to India. The project was conceived as a uniquely Indian hypermarket in a format that combined the look, touch and feel of Indian bazaars with the comfort, convenience and quality that modern retailing brings. Launched in August 2001, Big Bazaar has now become the iconic destination of modern retailing for all sections of Indian consumers. There are more than hundred Big Bazaar stores in big cities as well as smaller towns like Sangli, Durgapur, Panipat, Palakkad, Ambala, Meerut, Kolhapur and Haldia. Attracting over 100 million customers every year, it has democratized shopping in India and become synonymous with great promotions that offer quality products at affordable prices. This typical Big Bazaar store offers over 1,60,000 products across categories like apparel, general.

- a. What are the entrepreneurial opportunities you can find in retail sector in India?
- b. How organized retailing has become more popular in big cities in India?
- c. How Big Bazaar retail store would retain its business in today's competitive world among retail firms?

===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)

Write short note on:

- A Role of Entrepreneur in society
- B Characteristics of Entrepreneur
- C Why Entrepreneurship is necessary for economic development?
- D Managerial vs. Entrepreneurial approach
- E Business plan
- F Venture capital
- G Who is called as an entrepreneur?
- H Women entrepreneurship
- I Concept of economic freedom
- J EDP Program

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

- 1 Define Entrepreneur, what are its functions? What are the qualities of an Entrepreneur?
- 2 What is new venture in entrepreneurship? What are the main stages of new venture development?
- 3 “EDP is a process of grooming entrepreneurs.” Explain.
- 4 Explain the successful cases of women entrepreneurs in India.
- 5 “Until committed to papers intentions are seeds without soil, sails without winds or mere wishes which do not lead to execution and without execution there is no payoff”. Comment and explain the contents of a project report.
- 6 Outline the sources of capital available to entrepreneurs in India.
- 7 Give an account of the Government of India’s policy measures taken over the period for developing rural entrepreneurship in the country.
- 8 Retail entrepreneurship development in India: A case study of big bazaar
The Indian retail industry has strong linkages with the economic growth and development of the economy. India is one of the largest emerging markets. It is one of the largest economies in the world in terms of purchasing power. Retailing in India is at an emerging stage of its evolution. Organized retailing has become more popular in big cities in India and most of the metropolitan cities and other big cities are flooded by modern organized retail stores. Many semi-rural areas have also witnessed entry of such organized retail outlets. Indian retail industry is currently estimated at US\$ 490 billion.