

DIPLOMA
German Language
Subject: Management and Entrepreneurship
Subject Code: GE303
Semester: Third
July 2021
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

Roll Number									

8 Doing "good" but not doing the "right" thing Ali and Nor are spouses and partners in a business called "Segalanya Bendera." They made and sold a variety of national flags in various shapes. About 40 percent of their total revenues came from a single wholesale retailer, GM Kuala Lumpur, the largest wholesale plaza in Malaysia. When Ali and Nor started their company, their son's classmate's father was a senior buyer at GM. The buyer, Yusuf, encouraged Ali and Nor to submit a bid to GM and he helped the couple establish the relationship that led to subsequent recurring sales at the retailer. Yusuf's wife, Sarah was the head of the school's PIBG and in charge for fund raising. Without Yusuf's asking, Ali and Nor started contributing significant sums of money to the PIBG. Yusuf never discouraged them from contributing. In a cost cutting move, Yusuf was laid off from GM and in his place, Bakar became the buyer who interacted with Ali and Nor. Bakar hinted to them that there were other vendors willing to supply flags at a lower price but that if they would contribute to there building of his (Bakar) community's softball park, they would continue to sell their product at GM.

- Q1. Did Ali and Nor act ethically in contributing to the school PIBG?
 Q2. If they agree to pay for the community park in exchange of business Bakar would Ali and Nor have acted ethically?
 Q3. Contributing to a PIBG and donating to build a community park are civic actions. Could Ali and Nor not be considered good actions because they indicates social responsibility?

==END OF PAPER==

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

- A Management
- B Entrepreneurship
- C Debt Financing
- D Venture capital
- E Project Management
- F Business Idea
- G Project life cycle
- H Managerial approach
- I Economic development?
- J Benchmarking

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

- 1 What are characteristic of successful entrepreneurs. Differentiate between entrepreneur and manager?
- 2 Explain the role and importance of entrepreneurship in economic development.
- 3 'Safe Wheelers' is an upcoming cab service. The promoters knew that they are entering a highly competitive market. They gathered information on existing cab services and changing customer preferences and incorporated those observations into their operations. In order to reach the customers promptly, they developed an 'App' to book, track and trace the cabs 24x7. To create an environment of trust all drivers were grouped into two shifts: 6 a.m. – 6 p.m. for female drivers and 6 p.m. – 6 a.m. for male drivers. GPS systems were installed in all cabs to monitor their movements. The fare payment could be either by an e-wallet or through the 'Safe Wheelers Smart Card'. As soon as the services were launched, they were a grand success. Identify and explain the concept that helped the company to succeed.
- 4 What are objectives of project management? Describe the project life cycle?
- 5 Explain the different sources of finance while starting a venture?
- 6 You want to start a new venture, how would you make competitor and industry analysis while starting a new venture?
- 7 Explain 5's as industrial best practice?